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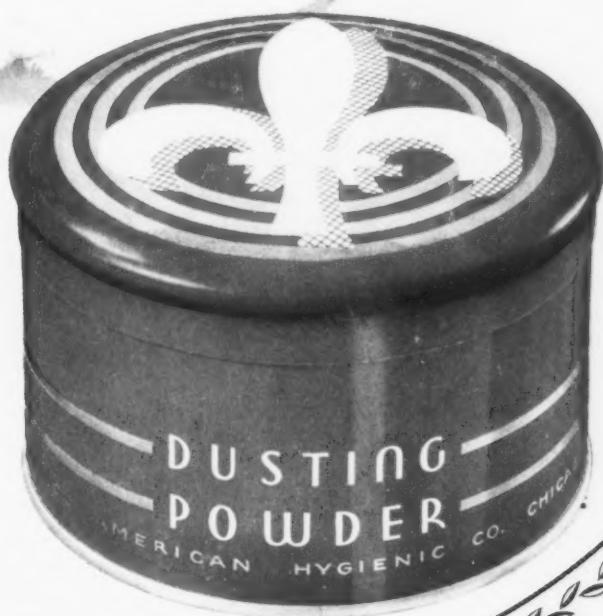
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# The American Perfumer

AND ESSENTIAL OIL REVIEW

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PUBLISHING CO.  
NEW YORK

APRIL  
NINETEEN  
THIRTY-FIVE



CANCO

See also page 9

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tracts and all cosmetics.  
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Published Monthly by  
PERFUMER PUBLISHING CO.

432 Fourth Ave., New York

Telephone  
BOgardus 4-4416  
Cables: American Perfumer, New York  
Codes: ABC, 5th Edition

LOUIS SPENCER LEVY  
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### SUBSCRIPTION RATES

The United States \$3.00 a Year  
Single Copies 30 Cents

All Foreign Countries and  
U. S. Possessions \$4.00 a Year  
Single Copies 40 Cents

# CONTENTS

for

APRIL, 1935

Copeland Bill May Be Blocked, by Felix J. Belair, Jr.	59
Why So Serious? by Leroy Fairman	61
To the Past—for Progress, by Ruth Hooper Larisson.	64
Legislative Jam Causing Concern, by C. W. B. Hurd.	67
New Products and Packages	68

## EDITORIALS

An Industry Convention	70
Too Clever Opposition	71

Hair Waving Preparations, by M. G. de Navarre..	73
Tooth Powder Sales Show Gain	75
Growing Sweet Basil in Virginia, by M. S. Lowman	76
Desiderata, by M. G. de Navarre	79
Modernizing the Plant, by Ralph H. Auch.	80
Radiant Energy and the Skin, by Dr. Herman Goodman	82
The Almond Flavor, by H. Stanley Redgrove.	85
Aluminium Soap, by Paul I. Smith.	87

TRADE NOTES	88
Toilet Goods Convention Planned	89
F. E. M. A. Plans Annual Meeting.	89
Amendments to Code Proposed	92
Coming Conventions	94
Chicago Trade Notes	101
Circulars, Price Lists, etc.	101
Book Reviews	102
New Incorporations	102
Canadian News and Notes	103

PATENT AND TRADE MARK DEPARTMENT...	106
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MARKET REVIEWS AND NEW YORK MARKET PRICES	108
----------------------------------------------	-----

*The*  
**American Perfumer**

AND ESSENTIAL OIL REVIEW  
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VOL. XXX

No. 2

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# Purity



A PRIME REQUISITE of every ingredient entering into a hair tonic is purity. That is why leading manufacturers, in selecting proper ingredients, are so careful to use Everclear Alcohol.

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# The American Perfumer

AND ESSENTIAL OIL REVIEW



APRIL, 1935

Established 1906

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Vol. XXX, No. 2

## Copeland Bill May Be Blocked

*Tactics of Proprietary Group Force Sponsor  
to Return Drug Bill to Calendar*

by FELIX J. BELAIR, JR.

WASHINGTON, April 16.—The uncertainty surrounding most legislation pending before the present Congress could not be better demonstrated than by the assertion that, contrary to all previous indications, another session may elapse without action on the Pure Food and Drug Bill. A month ago there was every reason to believe that the measure would soon be passed by the Senate, where centered most of the opposition in the way of its enactment. But the Copeland Bill appears further from passage today than when Congress went home last summer.

A month ago, with slight changes designed to make the measure less objectionable to the cosmetic industry, opposition from all responsible parties in interest had been placated with the exception of the Proprietary Association and it was believed by some that the latter would fall in line. Developments since then give an impressive demonstration of how unfounded was that belief.

The fight for passage at this session came to an abrupt end on April 8 when Senator Copeland with the aid of Senator Robinson, the majority leader, had the bill removed from further consideration by placing it back on the legislative calendar in order to prevent its

approval in the form it then had. The bill could be again called up for consideration by Senator Copeland by arrangement with the majority forces but it is doubtful at this writing whether it will be in view of the strength gathered by the opposition in writing into the bill the so-called Bailey amendments. Senator

Copeland told the Senate at the time of their adoption that he would rather see the bill killed forever than to become law with these fundamental changes and there has been no evidence thus far of a change in sentiment by the forty-four Senators who voted for their adoption.

Senator Copeland himself was quoted in one quarter as having told friends of the bill not to worry themselves further inasmuch the bill probably would

not pass this session in any event.

There are several possibilities that might alter present gloomy prospects. One is direct and personal intervention by President Roosevelt toward rallying the Democratic majority to support of the now much battered bill. But with the administration trimming its legislative sails all along the line, such action by the President is considered doubtful. The other possibility is that sufficient pressure may be brought to bear in its



behalf by the feminine voters—through the Federated Womens' Clubs of America and the American Home Economics Association. Of this Senator Copeland is said to be hopeful, particularly in the absence of active support from any other quarter. But these two groups are reported to have been working overtime ever since the Copeland Bill received its first set back on the floor of the Senate and there has been no indication to date of a change of heart by those forty-four Senators.

### Clark and Bailey Lead Opposition

The bill had been under consideration throughout the preceding week and under attack for just as long by a militant opposition led by Senators Bailey of North Carolina and Clark of Missouri. Many concessions already had been made by Senator Copeland who was piloting the bill and several times he had to send out the distress signal that brought members of the majority scurrying from the Office Building to vote down mutilating amendments, previously adopted without record vote, on a motion to reconsider.

Then as the Senate went into the second week of debate on the measure the fireworks began in earnest. Senator Clark was prepared to offer either of two motions to recommit the bill to committee on the ground it had not been thoroughly considered or, to amend the bill so as to transfer the contemplated Federal control over advertising from the Food and Drugs Administration to the Federal Trade Commission.

### "Multiple Seizures" Protested

But before the opportunity came to put the motion, Senator Bailey proposed four amendments the net effect of which would be to prohibit "multiple seizure" of products covered by the bill without a court order substantiating charges of misbranding or false advertising.

Thus, under the Bailey amendments only one seizure would be permitted prior to a court trial whereas under the bill as introduced, discovery of adulteration by reason of misbranding or false advertising would have warranted complete confiscation of the product from the market. With Senators Bailey and Clark carrying the fight and Senators Vandenberg of Michigan and King of Utah engaging in what the press gallery calls "sniping," Senator Copeland fought desperately on. His fight had only begun, however, when the Senate voted 44 to 29 for adoption of the Bailey proposal. Senator Clark now moved that the bill be recommitted to the Commerce Committee. Things began to look black indeed.

### Recommitment Is Avoided

Desperate, Mr. Copeland explained that to recommit the bill would strip it of all the "perfecting" amendments that had been written into the measure and mean that a fresh start would have to be made. Majority leader Robinson intervened at this point with the observation that he, for one, was unwilling to sanction

a proposal that would mean a whole week of the Senate's time had been wasted. The result was that the bill went back on the calendar to await its turn at the tail end of a long list of other legislative projects unless called up, ahead of time by a majority vote.

### Debate Is Acrimonious

As Senate debates go, that precipitated by the Copeland Bill was one of the most acrimonious this session. Senator Copeland all but accused Senators Bailey and Clark of fighting the battle of the "patent medicine" interests. He did go as far as to read into the record bulletins and telegrams from the Washington headquarters of the chief opponents of the measure calling on "the trade" to wire their Senators to support the minority report on the bill and the Bailey amendments but apologized profusely when Mr. Clark resented this indictment by innuendo.

Even before the Bailey amendments were reached others were written into the bill that deprived the Secretary of Agriculture of authority to issue temporary regulations in substitution of any invalidated by the courts; struck out the ban on products of manufacturers refusing entry to Department inspectors; provided for furnishing manufacturers with copies of analyses in adulteration cases; and deleted a requirement that plaintiffs show "substantial damage" as a condition precedent to any court action against regulations of the Secretary. Another amendment made it mandatory instead of optional with the Secretary to exempt products from labeling requirements when these proved impracticable.

### Lighter Spots in Discussion

The debate on the measure was not, however, without its lighter spots, thanks to Senator Copeland who at one point said:

"I regard it as the solemn duty of every woman to be as beautiful as she can be, and I do not blame any woman for using cosmetics if they tend in the direction of making her more attractive. But I want all women in whom I have an interest to be guarded and protected against the use of things which may be damaging."

Senator Connally of Texas questioned the use of the word "solemn" as applied to the duty of women to be beautiful, and added:

"It seems to me the more solemn they are, the less cosmetics they use."

But Mr. Copeland was equal to the occasion. "Did I speak of it as their solemn duty?", he inquired. "I mean, of course, it is my solemn duty to help them to be as beautiful as they can be."

Becoming more serious, Senator Copeland continued: "In the old law no provision was made for protecting the public against harmful cosmetics. It has been 28 years since that law was enacted, and when it was put on the statute books very few cosmetics were used. Now the industry engaged in manufacturing cosmetics has grown until the sale of cosmetics is perhaps one of the greatest industries in the United States."

## Enjoy the world's coolest shave



ODDLY enough, some men still believe they must pay for a quick, close shave with a burning, stinging face. But—they haven't tried Ingram's!

Ingram's Shaving Cream makes every shave cool and comfortable. It lifts whiskers quickly, and at the same time soothes and tones the skin. No need for a lotion—your face feels fine without it.

Next time, use Ingram's and get a shave you'll actually enjoy!



## "STUBBY" STUBBLE GETS WISE



## Why So Serious?

*Why Not Humor in Advertising*

by LEROY FAIRMAN

WHEN advertising, as we know it today, was only a puling infant, its self-constituted guardians used to warn us against the use of humor. Selling goods, they told us, was a serious matter; asking people to part with their hard earned money was no joke.

Most advertising practitioners solemnly agreed that this was true, and the jape and the jest, when they did creep into advertising space, were severely frowned upon by those who wrote articles about advertising for the trade press.

There was, for example, a great deal of head-shaking and beard-wagging over a full page advertisement which the Mennen Company ran in *Puck* (or was it *Judge*?). This advertisement showed a lady of obvious Teutonic origin making a purchase in a drug store, and the copy beneath the picture consisted solely of the conversation between the lady and the clerk, which ran something after this fashion:

*She*: "I want a can of talcum powder."

*He*: "Mennen's?"

*She*: "No, vimmens."

Now this advertisement appeared, as nearly as I can place it, thirty years ago. Why has it stuck in my mind all these years, turning up now and then to give me a reminiscent chuckle? Is it because I am so unfortunate as to have that type of mind which cherishes the silly and the ridiculous, rather than more important matters? I don't think so. I believe that mine was a perfectly normal reaction to a good





This is by no means a complete roster of the manufacturers who are now using humorous copy, or the lines of business which use it, but when we scan the great field of perfumes and cosmetics we find practically none of it.

There are reasons for this condition. One important reason is that cosmetics classify as drug products—some of them, in fact making strong curative claims—and their advertising has naturally patterned itself after that of pharmaceuticals, and gravitated to the management of individuals and agencies with successful experience in the advertising of such commodities. The policy of proprietary advertising has always been to claim everything in sight, and to bolster up its sweeping claims with every fact, fancy and hammer-and-tongs argument which human ingenuity can conceive. Humor has no place in that kind of advertising; it is indeed a serious business. But as perfumes and cosmetics certainly do not need to depend upon absurd and extravagant claims, there is no good reason why their advertising should copy proprietary methods or be handicapped by proprietary limitations.

One does not need to be an especially keen observer to satisfy oneself of the high popularity of humor. On every railroad train and street car there are to be seen men and women deeply intent upon comic strips—going over them carefully with every evidence of complete absorption. Many seem to skim over the general news pages as if time were some object to them; but when they reach the pages of comics they don't skip a single strip.

Various research organizations which have from time to time investigated the reading habits of the American people confirm the remarkable popularity of humor. For example, Dr. George Gallup of Drake University surveyed the newspaper reading preferences of 2,150,000 persons and found that accredited comics as a whole rated third place in interest, and that the best comic in the paper was the best read feature next to news pictures.

The energetic and resourceful emissaries of William Randolph Hearst made a determined effort, three or four years ago, to "sell" cosmetics advertisers on the use of humor. Hearst's syndicated *Comic Weekly*, crammed full of comic strips, was opened up to advertisers, and comic strip advertising was and still is actively solicited. It was hardly to be expected that high grade perfume and cosmetics houses would take much interest in *Comic Weekly* advertising; the sheet was too gaudy and rowdy to attract them. And even the advertisers in other lines who bought space in it soon abandoned the comic element, and retained only the strip technique.

Notwithstanding the difficulties in producing humorous advertising that is both humorous and effective from a selling viewpoint, a constantly growing number of advertisers realizes the high value of humor, and is endeavoring to work out methods of utilizing it effectively. Few—very few—of these are in the cosmetics field.

It is axiomatic that no advertising can sell goods unless it attracts attention and arouses interest. If then, it is a fact susceptible of positive proof that humorous advertising attracts more attention and arouses more interest than advertising of other kinds,

why is it that cosmetics advertisers, as a class, so studiously avoid it? Is the fact cited in a previous paragraph—that cosmetics advertising stems from that of proprietaries and therefore follows its technique—the only reason?

There seem to be several other reasons. For instance, advertising in all lines of business tends to be imitative. Patterns are set by those manufacturers and merchants who use a great deal of space and employ a high grade of advertising skill to fill it, and these patterns are followed by other advertisers—experiments in originality consisting chiefly in minor variations of the pattern rather than complete departures from it. For example, take any full page magazine advertisement for a perfume and compare its illustration and copy with that of its competitors. You may say at first that they differ widely, but a closer analysis will show that the differences between them lie in the technique of the artist and the individual style of the copy writer. The underlying ideas are the same.

Another reason why cosmetics advertisers shiver and shy off when humor is suggested is that they feel that theirs is a business of special dignity, and that the impairment of that dignity will be disastrous. As to that, I fail to see that there is any more essential dignity in supplying a product that a woman uses to beautify her face than there is in furnishing the wherewithal to appease her pangs of hunger and minister to her bodily health and wellbeing. It is a habit of thought rather than a condition—and a bad habit, too.

A famous lawyer is reported to have given this advice to a young colleague: "If you want to be successful, you must be a solemn ass." Whether this is true of the learned professions or not I do not attempt to say, but I do not believe that it applies to business. A solemn, long faced clerk or salesman doesn't sell as many goods as his cheerful, smiling competitor, and this is as true of printed as it is of personal salesmanship.

What do you buy when you pay the high rates which newspapers and magazines charge you for advertising space. Circulation. Other things, possibly, but circulation by all means. Now, what is circulation? The number of copies the publication issues? Not at all. Circulation, from your side of the fence, means the number of people who see, are interested in and influenced favorably by your advertisement. All else is waste.

It is clear, therefore, that anything you can do to increase the number of interested and favorably influenced readers of your advertisement, reduces the waste and, what is of more importance, reduces the rate you pay for the space. This is, of course, elemental; but if the use of humor will increase the number of your readers and reduce the cost of the space you buy, why insist on being so serious?

Let it be understood that I am not advocating humor of the slapstick, custard pie, variety. It would be silly to advise the manufacturer of a costly perfume to advertise his product by an illustration showing a fat man slipping on a banana peel. There are many different kinds of humor. Some are offensive, no matter for what purpose they are used; others are sufficiently delicate, refined, quaint, subtle or wittily sparkling to suit

(Continued on Page 72)



# To the Past

by RUTH HOOPER LARISSON



**M**AYBE they had packaging shows in 1800 B.C. Or perhaps the artists of those days were too modest to thrust their creations into competition. But I venture to say that those packages even hoary with their four thousand years of birthdays if entered in our modern shows would bring home prizes. On the other hand, I am not so sure that our modern packages will present so worthy a showing when they, in their turn, are dug up four thousand years from now! The Twelfth Dynasty certainly went in for elaborate toiletries and accessories in a big way. I'll admit that creating for princesses does lend zest to your inspiration while mass production may lack that exclusive touch which

only a one-of-a-kind queen adds to such important trifles as make-up cases. However, I'd like to see the packages of 1935 take a leaf from the notebooks of Egyptian designers and give us again the *aliveness* (that is the only word which expresses it) which sets these ancient vanities in a class by themselves.

Let us begin examining this group, culled from the countless cases of the Metropolitan Museum of Art, the storehouse of the future as well as the storehouse of the past! And don't forget that when you want *real* inspiration for a new container, bottle, box, or other toiletry, the Museum is the ideal place to find it!

1—Here are two views of a toilet box made of Keme, Cedar wood, ebony and ivory veneer with silver mountings. XII Dynasty, Tomb of Renseneb during the reign of Amenemht IV and excavated by Lord Carnarvon. The picture of the toilet box, closed, displays the perfect proportions of bulk and design. Note the front panel with the delightful illustration of toiletries being offered for use. The rare beauty and richness of materials and design in this exquisite case makes you realize its perfect accord with high calibre modern packages (even though it puts most of them to shame). In size and shape it is not unlike the



All Photographs are from the Collection of the Metropolitan Museum of Art



## —for Progress

Chinese and Japanese make-up boxes which are actually portable dressing tables and generally contain a glass mirror on the inside of the upper cover. As this case was made before glass mirrors were thought up, a bronze hand mirror serves in its place. The open view of the toilet box shows the deep drawer which pulls out from the front and the compartment visible under the lid where each implement of the toilet was kept in its proper place, including the hand mirror. This could be easily duplicated in many of our modern materials without unjustifiable cost and perhaps not quite as large as the original. It is food for thought for some enterprising manufacturer. And remember, once you lay your trademark over one of these old pieces it can be copyrighted and protected for you alone.

2—This gorgeous hand mirror is worthy to rest in such a regal makeup-box. It is of bronze with an ebony handle and inscribed in gold inlay. Also of the late XII Dynasty. The Egyptian lotus design motif of the handle is so satisfyingly balanced, top and bottom, together with the inscription, that it seems to me any woman would find herself more beautiful than ever if she gazed into such a mirror for long!

3—This interesting collection of a toilet set is of bronze and stone; XVIII Dynasty. First is the mirror, then the razor (and they certainly had to have a steady hand to wield it!) then comes the tweezers, practically identical with tweezers today. Last in the group is the scraper. This was used after the body had been sufficiently oiled. In scraping off the oil the dirt was scraped off with it. I am a little inclined to believe that the scraper also stimulated the circulation whether the old Egyptians planned on that or not.



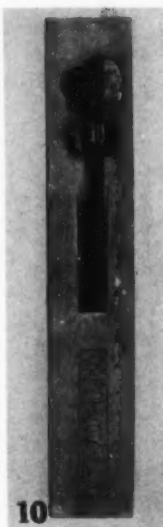


4—Here is another hand mirror, quite different in design from the two previous ones. The mirror is of bronze, early XVIII Dynasty. I want to draw especial attention to the shape of the mirror itself in comparison with the other two just described. It is wider towards the top than at the base in order to balance the spread of the handle on which are two birds and elaborate carving. In shape, proportions, and design, its perfection is worth pondering over and utilizing in a modern mirror.

5—When it comes to unadulterated charm this toilet dish of slate of an early dynastic period takes the prize! The design is really a religious symbol of fertility and one of the most frequently used and most ancient in Egyptian art. Because of the openings under the rim in several places I am wondering if it was not perhaps used to mix up some rare beautifier and then poured out by way of the handle. One bit more of interest is the side facing the picture which appears as an arm and hand holding the dish. A modification of the design and a cover attached to swing across the top would turn it into a delightful makeup palette for the dressing table with powder, rouge, eye shadow and whatever else seemed suitable.

6 and 7—These droll containers indicate that early Egyptians took their beauty culture with a nice sense of humor and these particular examples of it remind me of the "Golliwog" bottle which remains popular for more years than I can count and which is still going strong. Humor, even in perfumes, has its place! No. 6, is a toilet jar embraced by two apes. XII Dynasty; and the expression on the face of the one ape baffles me—is he being coy or bored? No. 7, is a toilet vase in the form of Cynocephali embracing and is made of blue veined marble. Note the highly stylized design where the arms and legs meet and merge. *There is real modern art for you!* Their little rakish hats make very good stoppers for the bottle and a modification of this idea would be swell for a two-product unit which should be sold and used in combination.

8—Now we are back to some more of our old friends and similar to the ones illustrated two months ago, khol pots, of alabaster, XII to XVIII Dynasty and the center one has one of those superb covers which gives the double beveled edge effect, a beautiful finish for a jar. There's a lot of dash and style to these shapes and the hunch I get is that they would all three create interest as perfume bottles while the large area flat top would introduce a new note of closure for per-



fumes. Of course the actual opening could be as small as you like.

9—Here is a kohl tube holder in the form of a palm column with open work decoration.

It is of faience (pottery) and belongs in the Carnarvon Collection. The delicacy and beauty of craftsmanship and design call for careful inspection of the original since even a clear photograph doesn't do it justice. What a knock-out this would be for an outer shell on a lipstick case, keeping the proportions and following the details of design.

10—From the XVIII Dynasty, reign of Ikhnaton (1375-1358 B.C.) comes this ivory palette with paints and reed brushes. According to the inscription it belonged to Nekaton, daughter of Ikhnaton. It isn't hard to imagine that the Princess turned out a pretty expert job of make-up with this gadget. We have gotten too far away from paint brushes and such, in applying cosmetics. The theatre hasn't lost the ancient knack of the brush or pencil (I am not referring only to eyebrow pencils) for the little twirls of heavy paper

(Continued on Page 105)



# Legislative Jam Causing Concern

*Little Accomplished by Congress in Face of  
Huge Volume of Pressing Business*

by C. W. B. HURD

WASHINGTON, April 16.—Back again from his cruise in the Caribbean, President Roosevelt is finding day by day that the finesse and daring necessary to hook barracuda and marlin are child's play compared to that which he must display if he is to carry his scheduled program, even in diminished form, through this session of Congress.

He now faces the serious problem described in a separate despatch of whether he must scrap for a second time the highly important food and drug revision legislation for the benefit of other legislation of a more general nature.

Congress has been in session for two months and virtually two weeks, but it has yet to touch upon such "must" legislation as extension of the National Recovery Act, extension of the excise and nuisance taxes with their badly needed revenue of almost \$500,000,000 annually and "reform" legislation including proposals to regulate both the transportation structure of the country and utility holding companies.

The "reform" legislation, it has been indicated, may also go by the board, which would leave only the NRA to be dealt with, legislation that is naturally of the highest importance to the toiletry industry.

## Status Unchanged During Month

A complete outline of the proposals on this topic before Congress was given in *THE PERFUMER* last month, and the status of the proposals has remained unchanged, principally because only the most desultory consideration has been given to this topic. But new factors have entered into official consideration of this legislation that pose a pretty question.

The Administration has no intention of dropping the NRA, but it is faced by one certainty and one potential occurrence that are causing brows to be furrowed in study.

The certainty is that there will be a strong opposition bloc in the Senate that probably will use every means to delay action on NRA legislation, which must go into effect exactly two months from today if there is to be continuity in operation of this recovery agency.

When the measure to perpetuate the NRA goes before the House it probably can be put through in two or three days or a week, entirely according to the "generosity" of the Rules Committee in allowing time for debate on the floor, since leaders in that body have both a firm grip on the majority of the membership and equally firm authority to limit debate or any other procedure that might cause delay.

In the Senate, however, it is axiomatic that even one man, if he has the endurance, can filibuster a bill

indefinitely, forcing compromises solely by causing protracted delay where adoption of a measure by a specified date is essential.

In fighting such opposition, however, the Administration has a potential weapon, should it find it necessary to use every political advantage, in the Work-Relief Bill, with its \$4,880,000,000 of appropriations to be disbursed pretty much as the Administration sees fit.

It is taken for granted that the Administration would not play politics with money designed for a nationwide relief and recovery program, but there is nevertheless strong potential argument in the possession of such a weapon.

If persuasion, argument and compromise are used, however, these will be employed only to speed matters, for there is every indication that the President has more than enough support to put through a new NRA program in whatever form he sees fit.

The potential threat to NRA legislation is one that is most serious only in the fact that it is unpredictable. The fate of this part of the question lies with the Supreme Court of the United States.

## Court Decision a Factor

Cases challenging the Constitutionality of the NRA have been set for argument before the court on May 2. That date is only six weeks earlier than the necessary effective date of the new NRA. From the six weeks also must be deducted two, three or four weeks expected to intervene between arguments on the NRA and the handing down of a decision by the court.

Thus there is bound to be a fine shaving of time that will have a very direct influence on procedure in this legislation.

What the Court may do naturally is only a subject of conjecture, but there is much speculation whether it will uphold the NRA in toto by the same method of indirection as was employed in the gold clause cases, barring the granting of an outright favorable opinion, or find the whole procedure unconstitutional, as it did in the oil cases.

Further questions that engage the attention of Government counsel concern whether a decision will be handed down affecting the whole procedure of such regulation of business as has taken place under the NRA or whether opinions by the court will deal particularly with the specific wording of the act which will become outmoded on June 16 as the issue.

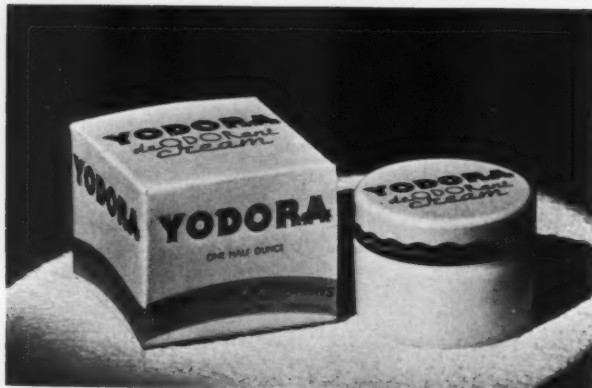
Whatever may be the answer to these questions, however, the two months to come will provide argument and action of the greatest interest—and importance—to business.





## New Products and Packages

A NEW line of floral odors by Isabey is one of the features of this month's offerings. Several odors have been developed and handsomely packaged in three sizes. The two regular sizes are shown at the right of the picture and the small purse size at the left. The large size contains one ounce, the second one-third ounce and the smallest one dram. McKesson & Robbins adds to its line an all-day deodorant. It is in cream form and the company says is greaseless and vanishes quickly leaving no stain. Heretofore cream deodorants have been packaged principally in tubes but this new one is in an attractive jar. The carton follows the general style of other items in the McKesson & Robbins line of toiletries. Pinaud, in line with its work on "Lilac Vegetal" and "Six-Twelve" mascara, has placed on the market a fine combination box containing the two items. The combination with a small mascara brush sells for the same price as that usually asked for the "Lilac" alone. It is very attractively packaged and is another forward step in Pinaud's new merchandising plans designed to capture a share of the feminine market.



ON the second page of the section appears a new merchandising idea for perfumes developed by Groville Sales Corp. Following the trend toward flowers in the style ensemble and especially the present vogue for the carnation, the company is offering in combination a bottle of its "Oeillet Fane" perfume and a very fine pair of artificial carnations perfumed with the same excellent odor. The combination is selling at the regular price of the perfume alone and has materially increased sales of the perfume wherever it has been offered. The box for the carnations is in red and white, the color scheme of the perfume, carried out on its label and carton and base. It is planned to keep abreast of flower styling with other perfumes in the company's line. Lenthéric continues to add new products to its line. The latest is the "streamlined" compact shown in the accompanying picture. This handsome new number comes in several color schemes, black bordered with gold,





bright red bordered with gold, and gold bordered in a platinum finish. Also added to the Lenthéric line although not shown in the photograph is a new "boudoir rouge". Tanya, Inc., has placed on the market a delicately perfumed powder in generous sifter cans under the name "Frag-Rinse". This is intended as an addition to rinsing water in the laundry and adds a fragrance to the garments which will linger until the next laundering. It is available in four odors, gardenia, lilac, lavender and ver-bena bouquet. The cartons are decorated in a flower design and on their backs are complete directions for use. Gralene



has developed a new perfume called "Nona", a semi-oriental fragrance with distinct floral qualities. The bottle is cut crystal with a stopper of ruby red. The box is black suede paper-edged and lettered in gold. Matchabelli's Easter idea this year took the form of a large egg of plastic in which appear the "Three Little Crowns" which have been so popular an addition to the company's line. The "eggs" come in several colors and are attractively boxed for the holiday trade. Gaily decorated and colored eggs were always a feature of Easter celebrations in Imperial Russia.



# Editorials

## An Industry Convention

PLANS for the annual convention of the Associated Manufacturers of Toilet Articles have been changed this year so that this event, the forty-first of the series will be an All-Industry Perfume and Cosmetic Manufacturing Convention. In fact, that is the name adopted for the meeting which will be held in New York City, May 21, 22, and 23.

It has been increasingly apparent in recent years that annual conventions of the A.M.T.A. have not been wholly representative meetings of the industry. Attendance upon the part of one group of manufacturers has been consistent and excellent but other sections of the industry have been conspicuously absent from the deliberations of the convention, and these form an important and growing percentage of the trade. With the formation of the Committee of the Toilet Goods Industry some weeks ago, representatives of these groups have been more active in the industry's co-operative activities. It may be expected that attendance at the convention will be more broadly representative than at any time in the recent past.

There are several matters which should be considered at this great meeting. Probably the one of first importance for the future is the form of co-operative organization or trade association which is best adaptable to the requirements of the toilet preparations business. Certainly, one central association to act on broad general problems is a necessity, no matter what name it may bear or what particular personnel may be embraced among its officers and executive board. The instant success of the Committee of the Toilet Goods Industry is ample evidence of the need for such an all embracing body.

It is probable that there is a need for special groups or associations of companies having the same or similar problems. The Perfumery Importers Association has been a successful example of this type of trade group and each division of the industry needs such an organization for immediate and correct handling of its particular problems. Local and sectional organizations also form a part of any plan which might be worked out by the industry. Such groups have worked successfully in Chicago, in California and in Michigan.

There remains the problem of correlating these in a central organization which might speak for the industry as a whole. Obviously some equitable scheme of representation on the central body is a necessity if complete co-operation is to be secured. Nor should it be too difficult to develop a plan whereby each group would have its proportion of authority and no single group would be permitted to predominate.

Such a scheme of organization should be one of the first matters to engage the attention of the meeting next month.

A second matter which ought to come before any general meeting of the industry is a complete and frank discussion of the industry's N.R.A. Code, its administration, and the position which manufacturers of toilet preparations are to take with regard to the continuance of some form of the N.R.A. It appears that the code in this industry has worked very well and in general the trade seems pleased with it. The broad question of N.R.A. continuance, and in what form it should be developed if continued, will probably be engaging Congress at about the time of our meeting. Nothing could be more timely in that event than a determination of the industry's position and communication of that position to Congress.

Problems of less broad importance should, in general, be left to the organization, as set up, for determination and action. Taxation is of vital importance but it would seem that little could be accomplished by general discussion of the subject at the convention. The position of the industry upon that matter is well known. Food and Drug legislation, imitation and counterfeiting, returned goods and many other troublesome problems can be more readily solved in committee than at the general session.

Comment throughout the industry on past conventions has been principally on the excellence of the entertainment and the weakness of the business sessions. It has been the custom when the convention interfered with the entertainment to give up the convention. There have been some perfectly grand parties but, to speak, perhaps too bluntly, there has not been a good convention for a long time. We ask for a reversal of the situation. The fine entertainment committee which

## OUR ADVERTISERS

SCOVILL MANUFACTURING COMPANY  
Waterbury, Conn.

AMERICAN PERFUMER AND ESSENTIAL  
OIL REVIEW

432 Fourth Ave., New York City.

GENTLEMEN: We have now for several years been a consistent full page monthly advertiser in THE AMERICAN PERFUMER AND ESSENTIAL OIL REVIEW and during recent years have carried this in special position space. While the particular advertising copy which we are carrying does not put particular emphasis on immediate replies, we do feel that over a period of years our advertising with you has been quite satisfactory.

Very truly yours,  
SCOVILLE MANUFACTURING COMPANY,  
A. M. ROGERS.

will handle this year's affair will do its best to distract our minds from the real work of the session. We are looking forward to another wonderful party. But this convention, this year, is one of vital importance. It may determine the industry's position on co-operative work for many years to come. No one will neglect the entertainment, so let's concentrate on the business sessions.

As a suggestion, addresses by long winded speakers, no matter how excellent, might well be dropped entirely. The committee might draw up agenda for discussion. The chairman should see to it that these subjects are discussed even if he has to drag representatives of each important group to the floor and badger them into talking.

Everyone should attend this meeting. As many as possible should take the floor and voice their views. Out of it all should come a plan for uniting the industry which, from the standpoint of trade association work, has been, until recently, a sadly disjointed affair. This can be the best convention this industry has ever had. Let's make it so!

## Index for Volume XXIX

THE index for Volume XXIX of THE AMERICAN PERFUMER is now ready for distribution. Those who received copies of the index for Volume XXVIII last year will also receive copies of the present index. Others who desire it should advise us at once. The edition is limited and the index will be supplied only upon request.

*The American Perfumer*

## Too Clever Opposition

THE Copeland Food and Drug Bill (S. 5.) is now in most respects a very satisfactory measure to almost everyone affected by it. From the standpoint of the cosmetic industry, it is a good bill, protective of the public interest and fair and safe for the manufacturers of toilet preparations. The food industries have generally signified their complete approval of the measure. Pharmaceutical manufacturers are not generally opposed although they desire certain amendments, notably one respecting variations from U.S.P. methods of manufacture, and there is reason to believe that their intelligent position will receive adequate attention from Congress.

There remains a single group which is still utterly opposed to the new measure. That is the manufacturers of proprietary medicines whose opposition centers around the Proprietary Association. Undoubtedly some of the medicine manufacturers would find it difficult to continue to do business in the same old way under Senator Copeland's bill. They have a perfect right to oppose it, and if they conceive that it is against their own and the public's interest, their position is a correct one. It is quite impossible, however, to say the same thing about the strategy and methods which they have adopted.

The lengthy and at times acrid debate in the Senate shows clearly just how the opposition to the Copeland bill is operating. Through the agency of Senator Clark who represents a distinctly "proprietary" district, Missouri, and Senator Bailey from North Carolina where another very important medicine maker is located, this group has opposed the bill at every turn, voted against almost every constructive amendment and for every one which would hamper the working of the law, and finally sought to send the bill back to committee for another long "going over", the obvious intent being to delay and possibly prevent action by the Senate. This project was defeated by a parliamentary move which displaced the bill and returned it to the calendar for later consideration.

The proprietary opposition to the bill centered principally around the multiple seizure provisions but the strategy of the group was by no means confined to a fight on these clauses. Efforts are also being made to leave the enforcement of the advertising clauses to the Federal Trade Commission. This is strongly opposed by the other groups interested in the measure. It seems obvious that this move is inspired by no great love for the Commission on the part of the medicine makers. They have not loved it in the past. Can it be that the slow and protracted censorship methods of the Federal Trade Commission, which often does not act

April, 1935

71

until long after the disputed copy has run its course, are preferred to speedier action by the Department of Agriculture which might actually prevent publication of objectionable copy?

It is openly stated that when the measure gets to the House, if it does get there after the Senate's long delay, the Mead bill, drafted by the Proprietary Association's general counsel, will be substituted, throwing the whole matter into conference committee with a strong possibility that there will be no action at all during the present session of Congress.

It is quite generally felt that a new food and drug law is needed. We have heard of few who do not outwardly favor strengthening of the present law. Most of the affected industries have co-operated fully and frankly in an effort to perfect a bill for passage this year. One has now been drafted which is satisfactory to almost everyone and with some minor changes should

suit anyone really interested in better consumer protection.

It is our feeling that the present too-clever opposition is likely to be against the interests of industries whose products are affected by the strengthening of protective laws. They now have something which seems fair and workable. If one group succeeds in blocking that good measure and thereby arousing consumer organizations, we may all get something much more severely restrictive and much less workable next year.

Conceding the right and even the duty of the Proprietary Association to oppose the bill or to work for amendments more to their liking, we would respectfully beg them to instruct Senators Clark and Bailey that *amendment or opposition is wanted*, but *NOT obstructionism and delay*. Cosmetic and food manufacturers would like a good bill. They can get it this year. Next year may be quite another story.

## Why So Serious?

(Continued from Page 63)

any purpose and appeal to any social class or type.

Another point which should be considered is that humorous advertising is unlikely to be interfered with or hauled over the coals of governmental investigations. No board or bureau or Food and Drug administration would be likely to question Mr. Mennen as to whether that conversation between the clerk and the Teutonic person actually took place, or to ask the "Wildroot" people to prove that the restaurant waiter really whispered the dandruff advice into the ear of the diner. This element of safety, however, disappears in some humorous advertising now current; the advertiser in many cases cannot refrain from adding, in footnotes or postscripts, unnecessary statements of more or less dubious and exaggerated claims for his product. Not only does this practice greatly impair the safety factor, but it introduces a jarring incongruity apt to replace the smile on the face of the reader with a scowl.

## An Approach to Skeptics

One thing more. Thinking people, men and women of substance, will tell you that they look over the advertising columns with interest—that they greatly admire the beauty of advertising illustrations, and the ingenuity and originality shown in their planning and execution. But, they will add, they don't believe what the copy tells them, nor are they influenced to buy the goods advertised.

Humor is an excellent approach to these unbelievers. Humor doesn't ask them to believe anything. It simply "kicks" them along, and asks nothing but a friendly grin. Nothing so quickly disarms a skeptic as a good joke. He has no comeback, and the impression you leave on his mind is a friendly one. Subconsciously, he will believe the good things about your product that you didn't ask him to believe—and didn't even say!

## Foreign Trade Higher in 1934

Foreign trade in toilet requisites, both exports and imports, particularly exports, made substantial gains in 1934, according to C. C. Concannon, Chief of the Commerce Department's Chemical Division. Exports of these products advanced more than 16 per cent in value to a total of \$5,190,000 in 1934 compared with the preceding year despite the marked tendency in recent years for American manufacturers of toilet requisites to establish branch factories abroad to supply markets formerly served from plants in the United States.

Tooth pastes and other dentifrices sold to foreign countries in 1934 were valued at \$1,318,000, a gain in value of 19 per cent over 1933. While American dentifrices are known and purchased by every country of the world, British India, the Philippine Islands, Netherland India, British Malaya, and China are the leading markets for such products, statistics show.

Toilet soaps, including shaving creams and powders, the second most important group on the list, advanced 13 per cent to \$1,306,000, and were distributed generally to the same countries which buy American dentifrices. Other items among toilet requisite exports in 1934 included toilet powders, \$598,000; manicuring preparations, \$232,000; hair preparations, \$356,000; cold creams, \$228,000; lip sticks, \$201,000; and perfumery, \$114,000.

Imports of toilet requisites, consisting chiefly of perfumery, castile soap, and face powders, advanced 46 per cent in 1934 to \$1,613,000 compared with 1933.

Imports of raw materials used in the American toilet industry, such as enfleurage greases, floral essences, etc., were valued at \$1,591,000 in 1934 compared with \$1,022,400 for the preceding year.

## Enjoys the Magazine

T. Amstel

I enjoy your magazine very much, as it contains very interesting information.





# Hair Waving Preparations

*A Discussion of Wave-Sets and Raw Materials for Them*

by M. G. DE NAVARRE

**A**MONG the methods employed in waving hair, is that in which a setting lotion is used. The only skill required in this method is that of the actual wave setting itself. The average woman using a setting lotion at home is more or less satisfied so long as the hair has some semblance of a wave. Hence the great volume of sales enjoyed by manufacturers of setting lotions.

The fundamentals upon which the development of setting lotions is based are: first, that a vegetable mucilage is harmless to the hair, while holding the hair in shape during the drying process, which actually produces the wave. The second is, the addition of alkali enhances the value of such a preparation by softening the cuticle and making the cortex of the hair shaft bend more readily, so as to make a better wave prior to drying. That is all there is to it. Everything else has to do with manufacturing technique and packaging. It is as simple as that—and as difficult.

The gum most favored during recent times is karaya. Tragacanth is used either alone or in conjunction with other gums. Beauty parlors favor a mucilage made from quince or flaxseed, their claim being that these leave a minimum of deposit. On the Continent, psyllium seed has been used with some success. In this country, pectin has been offered for the manufacture of setting lotions. Acacia is sometimes used, but usually with some alkali such as sodium or potassium carbonate. Cellulose ethers have a possible use in this field, though their manufacture in this country has not as yet begun. Another mucilage suitable to use is that of chondrus or Irish Moss.

The gums used must be of good grade. Their respective incompatibilities must be watched for. Thus acacia is incompatible with sodium or potassium silicate, borax, mercury and iron salts. Tragacanth on the other hand is compatible with these substances. Pectin must be used in acid solution or it will hydrolyze. All

gums are precipitated from strong alcoholic mixtures. Over a period of time karaya mucilages become thinner as compared with tragacanth. Karaya is better for hair preparations than tragacanth. For best results, mucilages of karaya are prepared without heat, whereas tragacanth is best to make into a mucilage with heat



*Courtesy The American Hairdresser*



according to Gable (J. A. Ph. A. 23, 341, 1934).

In the manufacture of decoctions, the official process designates the vegetable substance to be boiled with water. In this group fall psyllium and quince seeds. Infusions are made with hot or cold water, and many of the mucilaginous mixtures are made by this process. Then there are the official processes for making official mucilages such as that of tragacanth. These are all interesting to read, and offer good information on processes for the beginner, particularly. However, for some mucilages such as that of quince slight deviations from the orthodox are sometimes advisable. Better and more stable preparations are thus made.

### Preservation

Everything has been either used or suggested to preserve mucilaginous preparations such as setting lotions. Many of these preservatives are useless or nearly so. Take the case of the either benzoate or salicylate of sodium. The salts are active only in acid solution. Yet an acid solution according to Putt, and subsequently corroborated by Gable, causes the gum solution to thin on standing. Then too, these preservatives are less effective against mold than sodium bisulfite, which compound Putt suggested a few years ago.

Another interesting preservative is formaldehyde, being used in concentrations of .1 to .2%. However the odor is sometimes objectionable.

Either ethyl or isopropyl alcohol up to 50% is sometimes used, particularly where a quick drying lotion is desired, and where the gum is not precipitated by so high a concentration of alcohol. Usually from 15 to 25% alcohol is sufficient to preserve a preparation, though alcohol in these quantities is rarely used alone.

Probably the most useful esters are those of *p*-oxybenzoic acid, such as the methyl, ethyl and propyl esters. These are made up in stock solutions containing definite amounts of the esters such as a 1 in 10 solution. When ten cubic centimeters of such a solution are used with 1000 cubic centimeters of water a solution containing 1% of the ester is obtained. From 0.1 to 0.2% is usually sufficient to preserve ordinary mucilages. The water and alcoholic solution of ester are first made, then the gum or seed containing gum are added. The propyl ester has a tendency to crystallize out in some mucilaginous preparations, particularly if the alcoholic solution is added last, instead of first.

### Formulation

A basic formula will contain approximately 2% of gum or gum containing substance. Thinner lotions are found on the market, and to make these the 2% preparation can be diluted to the required volume, or a smaller quantity of gum can be used.

The alkali added is usually borax, sodium or potassium carbonate. The quantity should not exceed 5%, and preferably it should be below 3% depending on the gum used.

A preservative such as sodium bisulfite or one of the esters of paraoxybenzoic acid must be present, in the case of the former about 1% is suggested, and in the latter instance from 0.1 to 0.2% is useful. If

alcohol is used as the preservative a safe quantity is 25% of the total.

For quick drying lotions ethyl or isopropyl alcohol are added in any ratio desired, so long as the gum is not precipitated. Up to 50% may be used sometimes.

Setting lotions should be perfumed pleasantly. The amount of perfume used varies from 1/2 ounce per hundred pounds of lotion to any proportion desired. Light pleasant odors should be used. Essential oil houses offer special odors for this purpose.

Many lotions are colored, the colors ranging the complete scale. Blue and green are probably most popular. The color offsets the muddy looking appearance of some mucilaginous preparations.

For powders, some of which are quite popular to-day, sufficient preservative is mixed with the gum, color and perfume and sealed in envelopes. Each envelope contains about 7 to 8 grams and the consumer is advised to mix with a pint of water to make a good setting lotion.

Another popular type of preparation is that which contains sufficient gum, color, preservative and perfume in an alcoholic suspension. The user is requested to mix this with a certain volume of water to obtain a setting lotion.

### Notes

Tragacanth is best used in ribbons. Pectin should be used with karaya, and not alone. If the acid in tragacanth and karaya be titrated to neutrality, the resulting mucilage is more viscous, particularly on standing. Quince seed lotion is made with less color if cold water is used instead of hot water as usually suggested. To separate dirt from slimes of gums, the old fashioned milk centrifuge is a godsend. Flaxseed makes a lighter lotion than quince seed. Flaxseed and psyllium seed lotions must be well preserved. The use of sulfonated oil sometimes prevents flaking-off of gum on drying. All seeds used must be first washed free of foreign matter before gum extraction. In lotions of low alcohol content, isopropyl alcohol is best to use because of its superior solvent powers for perfume oils.

### U. S. Cleanest Nation, Statistics Show

In a table recently published by the German paper *Chemische Industrie*, it is shown that the United States ranks first among the nations of the world in the matter of cleanliness. The table gives the per capita consumption of soap in various important countries. Thus, while the United States uses 11 1/2 kilograms, the Netherlands uses 11.1 kilograms and Denmark 10 kilograms per person per annum. The United Kingdom only uses nine kilograms per head, while Poland, Yugoslavia, Bulgaria, and Rumania are bracketed last on the list with a soap consumption of under two kilograms per person per annum. Statistics, of course, do not always provide entirely reliable evidence, and in this case the figures give equal weight to soft soap containing large proportions of water and to hard soaps. Moreover, they do not take into account special soaps much used in Germany and elsewhere. However, the results clearly vindicate the great reputations of the United States and Holland for outstanding cleanliness among the world's nations.

# Tooth Powder Sales Show Gain

*Sharp Increase as Compared with Sales of Paste*

*Shown in Survey of Country by*

*"Perfumer" Correspondents*

IN response to many inquiries as to the division of the market for dentifrices as between tooth powders, tooth pastes and other dentifrices and following Dr. Thomssen's unusually constructive article on the manufacture of pastes and powders, THE AMERICAN PERFUMER undertook through its correspondents in all parts of the country a survey of the actual situation and a comparison with that of last year and two years ago.

The results of the survey, which appear in the accompanying table, show that sales of powders have increased quite sharply during the last year; sales of pastes have declined to some extent, while sales of other dentifrices have made a very modest percentage gain. The table does not include the statistics of two years ago because the figures shown therein are substantially the same as those of a year ago. The gain in powders, while under way for the last two years, gained but little momentum until last year when they forged ahead sharply.

A weighted index for the United States compiled from the local and regional statistics furnished by correspondents shows that tooth paste sales at present amount to 76.3 per cent of the total, with tooth powders accounting for 18.2 per cent and other dentifrices the remainder. A year ago the percentages were: pastes, 83.1 per cent, powders 12.6 per cent and other dentifrices 4.4 per cent.

Many of the correspondents did not confine themselves to reporting merely the bare figures but commented upon them as well. Some secured direct comments from retail outlets as to the cause of the gain in powders. In brief, these comments seemed to point to the increased activity of makers of powders in adver-

tising and publicity and especially to the activity of one company which has long pushed powder in its advertising. The radio has, according to these reports, played a very important part in increasing sales of powders, several retailers pointing out that the gain began almost simultaneously with the advent of programs in the interest of tooth powders on national hook-ups and through local short broadcasts.

It is interesting to note that only one city, Tampa, Fla., reported a gain in percentage of paste sales during the last year while one, Portland, Ore., reported no change in the relative percentages for pastes, powders and other dentifrices.

In order to arrive at an approximate and fair figure for sales in the three groups in the United States, the city statistics, as reported by our correspondents, were first compiled. Each was then weighted by giving it the importance due it on the basis of population of its trading area. Thus in the final figures New York and Chicago exert definitely more influence on the percentage for the United States than do the smaller cities. This method was deemed the only appropriate one for weighting the nation wide figure although it is conceded that it may have given undue prominence to the statistics from metropolitan areas owing to the fact that it was impossible to secure an accurate survey of the large rural market, whose preferences seems more likely to approximate those of the smaller cities in the survey.

The table showing results of the survey follows, figures in the first three columns being the relative percentages at present and those in the final three columns percentages a year ago:

Percentages of Dentifrice Sales

City or Locality	Present			Year Ago		
	Paste	Powder	Other	Paste	Powder	Other
United States (Weighted)	76.3	18.2	5.5	83.1	12.6	4.4
New York	70	22½	7½	85	10	5
Boston	75	20	5	82½	12½	5
Philadelphia	60	30	10	65	25	10
Cleveland	92½	7½	Neg.	95	5	Neg.
Chicago	75	22½	2½	77½	20	2½
Cincinnati	94½	2½	3	97	2	1
Milwaukee	90	10	Neg.	91	9	Neg.
Des Moines	72½	17	10½	80½	10	9½
Salt Lake City	89½	10½	Neg.	93	7	Neg.
Los Angeles	87½	6	6½	89	5	6
Portland, Ore.	75	20	5	75	20	5
Dallas, Tex.	82½	12½	5	86½	8½	5
Tampa, Fla.	92½	6	1½	90½	8	1½

# Growing Sweet Basil in Virginia

*Experiments in Domestic Culture at Arlington, Va.*

by M. S. LOWMAN

*U. S. Dept. of Agriculture, Bureau of Plant Industry*

THE essential oil of sweet basil (*Ocimum basilicum* L.) because of its pleasant spicy odor and taste, has been used as a perfume and flavoring agent in European countries for centuries. The oil is distilled principally in Southern France and Spain, and to a less extent in Germany from the fresh flowering herb of *Ocimum basilicum* and allied species. It has an estragon-like odor and is said to be composed principally of methyl chavicol and linalool. However, the composition of the commercial oils may vary greatly depending both upon the species or variety and the geographical source of the plants from which the oil was distilled.

The Division of Drug and Related Plants of the U. S. Department of Agriculture has for several years been experimenting with the growing of this plant along with other essential oil plants at the Arlington Experiment Farm in Virginia. According to small scale experiments over a number of years the growing of this crop should present no unusual difficulties. The harvesting and distilling operations are the same as for peppermint. The plant, however, is an annual, which will permit seasonal adjustments in acreage according to the fluctuation in demand for the oil. This fact should be an important consideration in attempting to grow the crop in this country, due to the limited and uncertain demand for the oil.

Land of medium fertility is best suited to the growth of sweet basil. A heavy clay soil that bakes or crusts

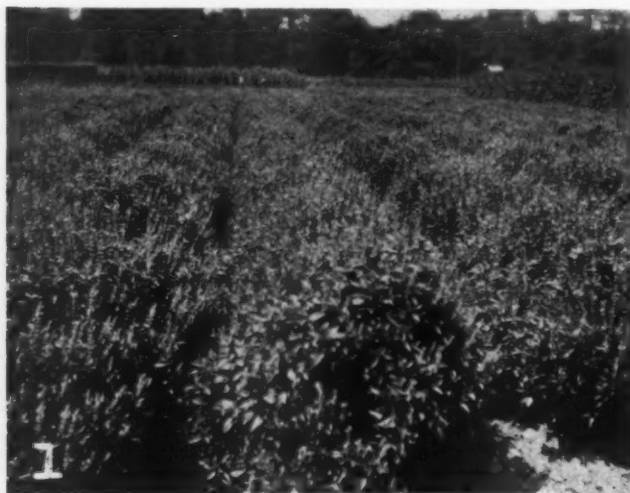
on the surface is unsuitable because the tender seedlings are unable to penetrate a crusted surface. Soils that have a tendency to crust or bake after rains may be improved by mulching with an application of pulverized stable manure. The plants grow quite rapidly and a too fertile soil will produce large succulent plants poor in oil.

## Preparation of Land and Sowing

The land should be prepared by plowing, preferably in the fall, since the alternate freezing and thawing during the winter will aid in producing a finer textured soil. Before planting, the land should be harrowed as smooth as possible because the small seed must be drilled in to a uniform depth in order to obtain a good stand of plants. An ordinary onion drill or small seed drill may be used for this purpose. The seed will not germinate if covered to a depth of more than a half to one quarter of an inch. For this reason it is very important that the land be smooth and well settled before sowing the seed. About four to eight pounds of seed are required to sow an acre, depending on the viability of the seed and the distance between the rows. The drill should be set so as to drop about twelve seed to the foot and proportionately more if the seed is poor in quality. The seed should not be sown until all danger of frost is past and the ground sufficiently warm to insure quick germination, otherwise, the seed may rot before germination takes place. At Arlington Farm it has been found that the proper time for planting is between the first and the last week in May. Germination begins in ten days to two weeks after sowing the seed, and flowering begins in eight to ten weeks, while the full blooming stage is reached in twelve to fourteen weeks from seeding. If weather conditions are favorable a second crop may be ready in about eight weeks after cutting the first crop.

If the land is comparatively free from weeds, very little cultivating is required. Any necessary cultivating should be done while the plants are small so as not to disturb the rapidly developing root system. The soil should not be disturbed after the first crop is cut. Any large weeds should be removed by hand before cutting the second crop.

In most of the plantings at Arlington Farm the rows were spaced one meter (39.37 inches) apart. This spacing allows ample



room for complete development of the plants, but considerably more tonnage can be obtained by closer spacing of the rows as shown in Table 1. The difference in weight of herb obtained in 1932 as a result of the two different spacings was not as marked as in 1931 due to the fact that in the rows spaced one meter apart almost a perfect stand of plants was obtained, while the stand in the half meter spaced rows was much less uniform. In most cases the percentage of oil in the herb from the rows spaced a half meter apart was slightly less than that from the one meter spacing due no doubt to the poorer development of the plants and the falling off of the lower leaves due to the more crowded condition. The illustrations show the plants in full bloom in rows spaced one meter (Fig. 1) and one-half meter (Fig. 2) apart respectively. Evidently both of these spacings are extremes. Rows about two-thirds of a meter (or about 2 feet) apart would no doubt give an increased tonnage over the one meter spacing and with less crowding of the plants than results from the half meter spacing. Also rows spaced closer than two feet are difficult to cultivate. In addition to the yield increases resulting from certain row spacing yields may no doubt also be increased by the proper use of fertilizer elements that induce leafy growth, especially where the soil is deficient in such elements.

### Harvesting and Distillation

The crop is ready to harvest when the plants are in full bloom and the lower leaves begin to turn yellow. Harvesting is accomplished without difficulty with an ordinary hay mower or hand scythe. (Figure 3.) The plants should be cut at least six inches above the ground level in order to insure a good second crop. If cut too near the ground the plants may either die or produce a very short second crop. After cutting the herb may be allowed to lie in the sun and wilt for two or three hours, to facilitate packing in the distilling vats, but prolonged drying may affect the quality of the oil. The wilted herb may be raked into windrows with a hay rake or forked into heaps and hauled immediately to the still, where it should be firmly packed into the distilling vats. About one hour is required to completely exhaust a charge. The distillate should be kept warm as it emerges from the condenser. After separation of the oil the distillate water may either be run into a separate tank and redistilled or poured back on to a fresh charge for recovering the small amount of oil which it holds in suspension. If an efficient receiver is used for separating the oil, the loss from discarding the distillate water is negligible. Oils produced at Arlington Farm have been reported to compare favorably in quality with the better grades of commercial oils. No doubt oils of similar qualities can be



produced in many localities throughout the United States. Since the crop is easily grown and good yields are obtained, the oil should be produced in this country at a reasonable price.

From a study of the data in Table 2, it will be noted that both the yields of herb and the percentages of oil vary greatly. The amount of herb obtained depends directly upon the fertility of the soil and seasonal conditions, both of which may also greatly affect the per cent of oil in the herb. The oil is contained principally in the leaves and flowers of the plant, therefore, the more bushy type plants with as few large stems as possible will produce a high yield of oil. Cloudy or rainy weather immediately preceding the harvest will decrease the yield of oil from the plants while bright sunny weather will have the opposite effect. During the harvest period in 1932 the weather was exceptionally hot and dry and this condition continued for some time after harvest, as a result of which the second crop was too light to warrant distillation. However, the





TABLE 1. A COMPARISON OF YIELDS OF HERB AND OIL OF SWEET BASIL OBTAINED BY DIFFERENT ROW SPACING.

Spacing		Season 1931			Season 1932
		1st	2nd	Totals	1st Harvest (1)
Pounds herb per acre	Rows 1 meter apart	13,750	12,720	26,470	14,571
"	" 1/2 "	24,278	18,750	43,028	16,140
Pounds oil per acre	" 1 "	20.2	12.3	32.5	23.4
"	" 1/2 "	26.7	16.5	43.2	25.1
Per cent yield of oil	" 1 "	0.15	0.10		0.16
"	" 1/2 "	0.11	0.09		0.16

(1) Because of the dry season the second crop was very light and was not distilled.

percentage yields of oil from this cutting were considerably above the average. In 1931 the rainfall was well distributed throughout the growing season and high yields of herb were obtained from both a first and second crop, but the per cent of oil in the herb was somewhat lower than in the following season. In the season of 1915 and again in 1919 attempts were made to compare oil yields from herb with the blossoms removed with yields from the whole plant. But since it was necessary to remove considerable leaf material in order to include all the flowers, these results cannot be taken as a true indication of the yield of oil in the

foliage alone. The flowers are borne in long terminal racemes or spikes and consist principally of hairy, leafy bracts which apparently are quite rich in oil. The petals are small and greenish in color and quite inconspicuous.

Exceptionally high percentage yields of oil were obtained from other cuttings in the two seasons above mentioned which show that under certain conditions the amount of oil in the plants is greatly increased. The highest indicated yield of oil per acre was obtained in 1931 when two crops were cut from a 24 row plot representing 0.24 acre. The total calculated per acre yield from the two crops was 43.2 pounds. The highest yield from a single cutting was in 1915, based on the herb from one row a yield equivalent to 31.5 pounds of oil per acre being obtained.

### Constants of the Oil

The oils listed in Table 3 were distilled in the usual manner from fresh flowering herb grown in the seasons indicated. In 1931 the first harvest was made on August 5 and the second on October 13. Only the one crop was harvested in 1932 on August 29. The color of these oils is light yellow to orange. They have a pleasant spicy odor and taste. They are not

TABLE 2. DATA ON DISTILLATION OF SWEET BASIL GROWN AT ARLINGTON FARM, VIRGINIA.

Season	Harvest	Date of harvest	Spacing between rows in meters <sup>1</sup>	No. rows grown	Pounds fresh herb per row	Pounds fresh herb per acre (Calculated)	Pounds oil per acre (Calculated)	Percent yield of oil	Remarks
1914	First	Sept. 5	1	2	55.0	5,500	6.60	0.12	Poor stand but vigorous growth
	First	Sept. 25	1	1	150.0	15,000	31.50	0.21	Plants thinned to 10 inches apart in the rows
1915	First	Sept. 25	1	1	205.0	20,500	10.25	0.05	Blooms kept cut off. Cut after blooming stage
1917	First	Aug. 14	1	3	121.0	12,100			Fair stand 2 1/2 ft. high
1918	First	Aug. 9	1	3	73.0	7,300			Poor stand
	Second	Oct. 10	1	3	66.0	6,600			Good second growth
	First	Aug. 25	1	3				0.05	Blooms cut off before distillation
1919	"	Aug. 29	1	3	118.0	11,800	27.75	0.23	Good stand 3 ft. high in full bloom
	Second	Oct. 8	1	1	50.0	5,000	18.90	0.38	Short very bushy herb
1920	First	Aug. 25	1	6	125.0	12,500	5.00	0.04	Poor stand 3 ft. high
	First	Aug. 25	1	100	181.4	18,139	16.40	0.09	Uneven stand filled in by hand setting
1921	Second	Sept. 20	1	100	6.6	660	.26	0.04	First crop cut too close to ground
	First	Aug. 5	1/2	24	121.4	24,278	26.71	0.11	90% stand
	Second	Oct. 13	1/2	24	93.8	18,750	16.50	0.09	Good second growth
1931	First	Aug. 11	1	8	137.5	13,750	20.21	0.15	90% stand
	Second	Oct. 12	1	8	127.2	12,720	12.34	0.10	Good second growth
	First	Aug. 14	1/2	15	86.7	17,334	17.33	0.10	65% Stand
	"	Aug. 17	1	6	125.0	12,500	12.75	0.10	65% Stand
	First	Aug. 29	1/2	30	80.7	16,140	25.18	0.16	Good Stand
1932	"	Aug. 31	1/2	26	71.6	14,230	19.92	0.14	Fair Stand
	"	Sept. 1	1	7	145.7	14,571	23.46	0.16	Perfect Stand

<sup>1</sup> For convenience in calculating yields per acre from small plantings, the rows at Arlington Farm are spaced one meter apart by forty meters in length making one hundred rows to the acre.



TABLE 3. CONSTANTS<sup>1</sup> OF SWEET BASIL OILS PRODUCED AT ARLINGTON, VIRGINIA IN 1931 AND 1932.

Season	Harvests	Distance between rows in meters	Sol. in 80% alc.	Acid number	Index of Ref. 15°C	Sp. Gr. at 15°C	Angle of rotation
1931	First	1	1 in 1 vol. Clear Sol.	1.37	1.4920	.9217	-8.00
	Second	½	"	1.85	1.4932	.9278	-6.35
		1	"	1.51	1.4943	.9267	-7.75
		½	"	1.10	1.4936	.9215	-8.25
1932	First	1	"	.68	1.4883	.9132	-9.70
		½	"	.69	1.4888	.9150	-9.40

<sup>1</sup> Constants taken in January, 1935.

completely soluble in 70% alcohol, but form a clear solution in one volume or more of 80% alcohol. There is a correlation between the acid numbers, specific gravities and angles of rotation of the oils. That is, the oil from the half meter spaced rows, from the first harvest of 1931, has the highest acid number and specific gravity and the lowest angle of rotation while the sample from the one meter spaced rows of the 1932 harvest has the lowest acid number and specific gravity and the highest angle of rotation of any of the oils. The acid numbers and specific gravities of the 1931 oils are higher than those of the 1932 oils while their angles of rotation are lower no doubt due to the difference in age of the oils.

### Summary and Conclusions

The Division of Drug and Related Plants, of the Bureau of Plant Industry, U. S. Department of Agriculture has investigated the growing of sweet basil over a number of years during which time test plots of various sizes have been grown, distillations made and the oils obtained examined. Special attention has been given to determining the exact cultural methods to be recommended, the yields of oil that may be expected under normal conditions and the quality of the oil produced in comparison with that obtained from other countries.

### Consumption of the Oil Limited

Although these experiments have demonstrated rather clearly that a very satisfactory quantity of oil of excellent quality can be produced per acre, the total amount of this oil consumed by the industries in this country at this time is so limited that general introduction of the crop cannot be recommended. If a wider outlet for the oil should develop, a limited acreage may offer some opportunity to a few growers, especially those who are already growing other essential oil crops and therefore have distilling equipment and possess a knowledge of its operation. It may well be emphasized that there is no probability that sweet basil will ever be a logical crop for general introduction.

## DESIDERATA

By

Maison G. de Navarre, Ph.C., B.S.

### Skin Oils

Again we remind you that skin oils are a coming thing. It may be a bit tough sledding now, but the right kind of advertising will get the idea over. Retailers tell us that one so advertised, in particular, is increasing in sales to beat the band. For formulation, see last year's issues of this column. Any season is a good time for this product. However, for winter use, one that is not too oily should be formulated. For summer, a little oilier will not hurt, since exposure to the sun will help bake it into the skin. Remember—"we told you so."

### Dated Cosmetics

With the advent of dated coffee this idea could be profitably applied to cosmetics we think. That would be one way of assuring the consumer of cosmetics free of rancidity, spoilage of different kinds, and the retailer would be delighted to hear about it. There are ever so many cosmetics that can stand up for 12 to 18 months but afterwards, changes begin to take place and the longer they stand from then on, the worse they get. An 18 month dating would be a good idea; the same thing is used by manufacturers of biologicals and they are profiting by it as well as the consumer.

### Another Novel Thought

Antiseptic cosmetics are also in the offing. One large house has adopted the idea already. It is just a matter of time before others do. And you can bet your last summer's straw hat that it will help the sale of cosmetics, and also make them more permanent in some instances. And brethren, be doggone sure the stuff is antiseptic before you say so. It is a tangle with the F.T.C. and/or the Department of Agriculture, which is usually a one sided fight, if you can't prove your claims.

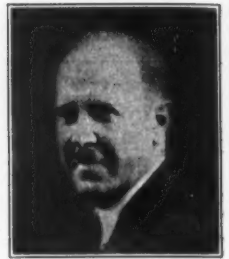
### Difference in Sodium Carbonate

Occasionally we run into a person who doesn't know the difference between a mono and decahydrated product. The molecular weight of the monohydrated product is 124. The molecular weight of the decahydrated product is 284, over twice as great. So, that 100 grams of stearic acid require 50 grams of the decahydrate to completely saponify it, whereas only 25 grams of the monohydrate are needed. Thus if a formula calls for 50 grams of the decahydrate, and the monohydrate is used instead, there is a great excess of alkali, which may prove to be harmful, or even dangerous.

# Modernizing the Plant

## *Continuation of Discussion on Bringing Toilet Goods Manufacture Up to Date*

by RALPH H. AUCH, A.B., Ch.E.



CONVEYORS are not used as widely in cosmetic manufacture as their convenience, saving in labor, and contribution to neatness and orderliness warrant. If the 4-ounce lotion bottle and the 2-ounce cream jar were bulky and unwieldy and as tiresome to handle as the larger containers of the beverage and food manufacturers their merit would be apparent and would not need to be stressed. Several types of conveyors may advantageously be employed.

The corking and closing conveyor provides the link between the filling machine and labeling machine where corks are to be driven in bottles or covers to be pressed on friction top cans. A corking wheel of large diameter is mounted rigidly so the same pressure is exerted on each container but is adjustable in height to a fine degree so it will at once handle various height containers yet press the tops or corks home to the desired extent. The wheel is driven at the same speed as the travel of the belt so there is no tendency for containers to topple. Such conveyors are usually quite short, 10 feet or less, and are of flat metal links.

Assembly or finishing belt conveyors are available in any desired length although standard lengths are in multiples of 5 feet. The length best suited for any

given job is determined by the number of operations such as filling, closing, labeling, inspecting, etc. to be performed on the tables which parallel the belt on both sides and are an integral part of it. Any error in choice of length should be on the long side.

### Conveyors for Assembly Work

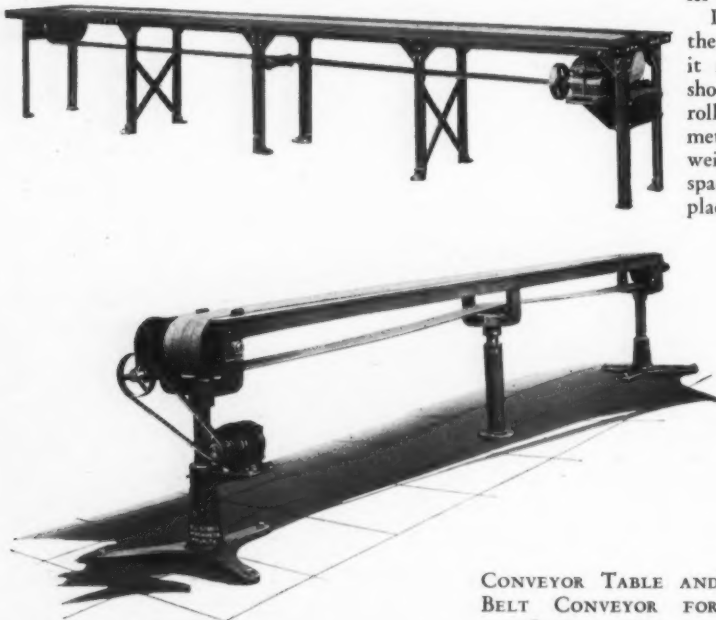
The usual belt width is 10 or 12 inches and the usual table width is 12 or 16 inches. If either or both are wider than this, the reach of the operator becomes fatiguingly long. By cutting out a semi-circular piece here for the operator to reach the filler mounted on the opposite side, an oblong piece there to insert a labeler or an angular slot further down to insert discharge guides all manner of stunts and unusual operations may be performed. If several different products are to be assembled at different times in the production schedule, the cut-outs on the tables instead of being discarded may be hinged, so that they may be put back in place as occasion demands. The belt itself should be of canvas or rubberized fabric and may travel on a highly polished hardwood board just a thickness of the belt below the level of the parallel work table surface.

If the weight of the packages is great, the wear on the belt will be excessive as it moves along the board, so the board should be replaced with belt supporting rollers. These rollers may be of seamless metal tubing or wood. The greater the weight the closer the rollers should be spaced. The driving motor should be placed at the discharge end of the belt so that it is maintained taut.

### Conveyors for Cooling

Cooling conveyors or the so-called "to-fro" tables find application wherever ointment, cleansing cream, etc., are filled hot or even warm. Without such a conveyor the time required for cooling or solidifying seriously interferes with the production and shoots the cost up due to extra handling.

This type conveyor consists of a table made up of from 2 to 10 belts, each  $3\frac{1}{2}$  or 4 inches wide. The alternate belts move in opposite directions with turn-tables be-



CONVEYOR TABLE AND  
BELT CONVEYOR FOR  
INSTALLATION

tween them to provide for the transferring of containers from belt to belt. Obviously, if the containers are to be discharged at the end opposite that of filling, an odd number of belts must be provided; while if to be discharged at the same end an even number are required.

Only one drive and one motor are required as suitable gearing takes care of driving in opposite directions. Belts are available in lengths from 10 to 60 feet. In choosing the size it is well to bear in mind that cooling time is the important element. If 40 minutes is required for cooling, then 200 feet of belt travel is required traveling 5 feet a minute; while only 80 feet is required if 2 feet per minute is the speed. The speed does not determine production capacity as the filling speed determines that. However, the belt should travel fast enough to allow clearance between containers to facilitate heat dissipation.

When the quarters are cramped for room, a cooling conveyor of smaller travel may be covered with a sheet of metal hood, provided with a fan to exhaust the heated air. This arrangement may also contribute to the comfort of operators if the hot air is discharged out of doors. This is doubly true if the air is charged with phenol, menthol or other vapors. Care must be exercised in electing the latter course by first determining if the material will withstand relatively rapid cooling and will not "pipe" or shrink from the walls of containers.

### Spray and Transfer Conveyors

Spray conveyors find limited application in this industry for certain lotions or liquid deodorants for example. Any product that is filled in bottles or jars and is water soluble may be washed off after corking or capping. The conveyor is hooded or enclosed for part of its length and the containers receive a strong spray of water from the top and all sides. This provides a good rinse—the containers draining while they complete their travel down the rest of the conveyor length to the labeling or other subsequent operation.

Transfer conveyors are similar to assembly conveyors without the parallel work tables. Their application is to transfer containers, etc., from one machine to another, for example, from tube filling machine to assembly belt or cartoner and from soap press to wrapper. It is usually just wide enough for the container to be handled and just long enough to effect the transfer. It is frequently driven by auxiliary

drive from the machine whose discharge it is handling.

### Roller or Gravity Conveyors

If volume warrants, roller or gravity conveyors of several types may be used to discharge the output of the finished material to the finished stock and shipping rooms. Collapsible gravity conveyors are a flexible type with each steel roller mounted on metal straps made up like a bellows. This permits bending around obstructions, making irregular curves and temporarily extending permanent installations. In fact, the employers of these writers use conveyors in the shipping room, assemble orders on them, have scales as an integral part of this with pits for the weighers to write up the bills of lading and express receipts. The roller conveyors terminate at the shipping door or more accurately the auto-truck tail-gates.

Also, seven 60 foot assembly belts, one of which is a cooling belt, discharge on to a master belt 3 feet wide and fully 100 feet long. At the discharge end of the master belt the completed packages are packed. Stock boxes are there placed on roller conveyors which discharge to the storage room two floors below and to the shipping room three floors below.

### Speed of Many Installations Too High

Almost without exception belt conveyors travel too fast. The accepted rate is from 3 to 6 and even 10 feet per minute. This rate has been reduced to as low as two feet in three minutes when the packages are small and don't crowd or over-load the belt, with marked advantage. A slow moving belt makes the

*(Continued on Page 105)*



*Photo, Chat. Austin, Cincinnati*

ASSEMBLY CONVEYORS DISCHARGING TO MASTER CONVEYOR IN PLANT OF ZANOL PRODUCTS CO.

# Radiant Energy and the Skin

by HERMAN GOODMAN, B.S., M.D., New York

*Author of Basis of Light in Therapy, Rational  
Pharmaceutical Treatment of Common Skin Diseases, Etc.*

**I**N this first section we will give some very elementary basic facts in order that we can begin by understanding the terms we intend to use.

Back in your kindergarten days, you may remember that the teacher pulled down the shades, darkened the room, and held a prism in the path of light which came through a pin hole in the shade. You saw formed upon the wall a vertical strip of colors. The range was from red, orange, yellow, green, blue, indigo to violet.

The rainbow you see in the sky is made the same way—only droplets of moisture instead of a prism act to spectralize the light. Newton, probably the greatest of the English scientists, made the discovery of the spectrum in 1666. He inferred from his experiment that white sunlight was a composite. He recognized that the components of white light had different refractive indices compared to each other, they bent to a different extent on entering and leaving the prism. Newton experimented with the prism and the beam of light to prove that the prism did not form the colors. He also showed that white light once decomposed could not be further broken up. The green beam stayed green even if passed through a second prism.

Newton worked only with visible light-radiation of such composition as can effect the sight of those with competent vision. Radiations beyond the visible zone were first noted by their chemical action of converting silver chloride into metallic silver. This was done in 1777 by Scheele. The rays he uncovered were first called chemical rays or actinic rays because they were thought to be necessary for chemical activity. Since these rays (usually accredited to Young in 1801) were beyond the violet of the visible spectrum, they came to be called ultra-violet.

Another zone of radiant energy beyond the visible rays was uncovered about 1800 by William Herschel. He placed the bulb of a sensitive thermometer on a

spectrum and found that the rays produced a rise in temperature. To make sure that the rise in temperature was actually due to the rays falling upon it, two other thermometers were placed in the shade near the spectrum. It was found that they showed no rise in temperature. The rise in temperature was found to be much greater at the red end of the spectrum than at the violet end. When placed beyond the violet end there was no heating effect, but when the bulb of the thermometer was placed beyond the red there was a marked rise in temperature. The interpretation of the experiment is, that the sun's rays carry energy with them which is converted into heat when it falls upon the bulb of the thermometer; that the violet rays have the least heating effect, and that there is a zone beyond the red end of the visible spectrum which carried energy—the infra red. Of course, with time, more delicate instruments than a bulb thermometer were used. Also, a system of measurement was established. The unit of measurement has been fixed by convention and is called the Ångstrom unit.

The Ångstrom unit is considered as part of the metric system. Measured in inches, an Ångstrom unit is equivalent to one two-hundred and fifty four millionths of an inch. For convenience, we will give a table of wave lengths.

Table A

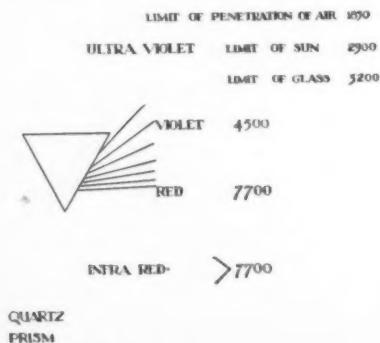
## Units of Length

One meter equals one thousand millimeters.  
One millimeter equals one thousand microns.  
One micron equals one thousand millimicrons.  
One millimicron equals ten Ångstrom units.

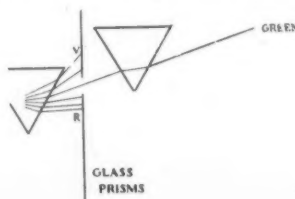
Table B

## Color of light in terms of its wave lengths in Ångstrom Units

Infra red region.....over 7700 Å.u.  
Visible  
Red ..... 7700-6200 Å.u.



DRAWINGS SHOW DISPERSION AND LIMITS OF RADIATION OF SPECTRUM OF QUARTZ PRISM AND MONOCHROMATIC NATURE OF RADIATIONS BY GLASS PRISM





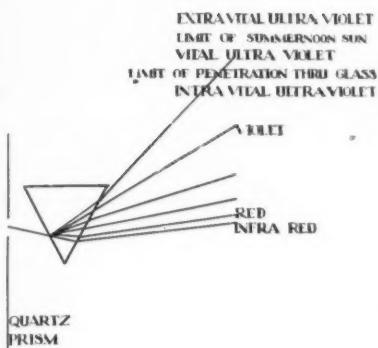


CHART  
SHOWS  
AUTHOR'S  
CLASSIFI-  
CATION  
OF ULTRA-  
VIOLET  
RADIATIONS  
AS VITAL  
EXTRA VITAL  
INTRA VITAL

Orange .....	6200-5900 Å.u.
Yellow .....	5900-5600 Å.u.
Yellow-green .....	5600-5300 Å.u.
Green .....	5300-5000 Å.u.
Blue green .....	5000-4700 Å.u.
Blue .....	4700-4300 Å.u.
Violet .....	4300-3900 Å.u.
Ultraviolet region.....	under 3900 Å.u.

### Effective Zones for Sunburning and Tanning

The pure physicist in the older days divided the ultra-violet region as follows:

Table C

Near ultraviolet.....	3900-3000 Å.u.
Middle ultraviolet.....	3000-2000 Å.u.
Far ultraviolet.....	below 2000 Å.u.

The physiologist found little to help him in this division, and in fact much to confuse him. Some years ago, I offered a new concept of ultraviolet. I took two set places in the ultraviolet. The lowest limit of ultraviolet in natural sunlight close to the earth's surface is 2900 Å.u. The conventional barrier to sunburning and suntanning ultraviolet is about 3200 Å.u. My division considered the ultraviolet (3900-3200 Å.u.) which passes through ordinary glass as INTRA VITAL. The ultraviolet (3200-2900 Å.u.) present in summer noon sunlight which does not pass through ordinary glass is considered and named as VITAL. The ultraviolet (below 2900 Å.u.) never present in natural sunlight on this earth but generated by artificial sources is considered as EXTRAVITAL. The table may clear this up:—

Table D

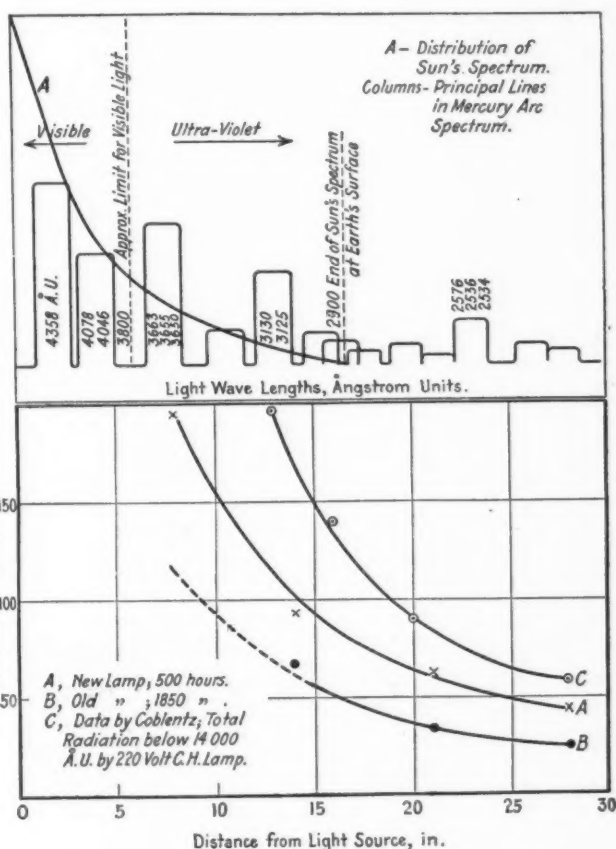
Physiologic zones of ultraviolet suggested by author

Intravital ultraviolet....	3900-3200 Å.u.
Vital ultraviolet.....	3200-2900 Å.u.
Extravital ultraviolet....	below 2900 Å.u.

Vital ultraviolet from natural sunlight present on the earth's surface contains the radiation necessary for the normal growth of babies. It is the zone which sunburns and suntans. It is the zone which affects calcium metabolism. It contains some of the lines of radiation which activates otherwise non active ergosterol, converting it into antirachitic vitamin commonly known as vitamin D.

### Natural Sources of Vital Ultraviolet

The sun is, of course, the natural source of vital ultraviolet radiation. The sun gives us the greatest volume of visible light and ends close to 2900 Å.u. in the ultraviolet zone in summer in temperate climes. In winter in temperate climes the ultraviolet does not reach so low in sufficient amounts to affect the human skin. In simple words, the sun in summer in our temperate zone contains sufficient VITAL ultraviolet to sunburn and suntan. In winter, these rays are not present in sufficient amounts to sunburn and suntan. Smoke prevents summer vital ultraviolet from reaching the earth's surface. People do not sunburn in industrial cities. The seashore and the surface of water



DISTRIBUTION OF SUN AND ARC SPECTRA AND RELATIVE INTENSITIES FROM LAMPS

increase the action of vital ultraviolet (by concentrating it) from the sun. We sunburn easily on the beach. Snow has a similar effect—see the movies of the naked, tanned kids on the mountains playing in the snow. High altitudes offer more vital ultraviolet from sunlight than low altitudes. But, if you stay under ordinary glass, you don't sunburn and you don't suntan because ordinary glass stops the rays of ultraviolet which causes your skin to sunburn and suntan.

Everyday people do not always have the summer sun at their disposal. They can't travel south in winter or to the tropics. Even if available, natural sunbathing is not always convenient. Hence, artificial sources of vital ultraviolet have been made by many manufacturing concerns. We outline the conventional types.

### Manufactured Sources of Vital Ultraviolet

*a. Carbon arc.*—Historically, the first manufactured source of vital ultraviolet radiation was the high amperage carbon arc of Finsen. With impregnated carbons, and with improved mechanics, the carbon arc is a good source of vital ultraviolet radiation depending upon the impregnation, the amperage, voltage, cross section diameters of the carbons employed, the distance from the source of the exposure and the time of exposure. Not every carbon arc gives sufficient vital ultraviolet radiation to deserve the title of health lamp or sun lamp. Manufactured sources of ultraviolet radiation give visible light, much infra red or heat radiation, and usually extraviolet ultraviolet with the vital ultraviolet. Some physiologists seek imitation of sunlight—they advocate reducing the extrasolar components. Other physiologists are satisfied to retain the added features of heat and ultraviolet shorter than 2900 Å.u.

*b. Mercury vapor arc in quartz.*—For many years, the radiation from the mercury vapor arc in quartz has had a wide field of usefulness as a source of vital ultraviolet. There are two main types—the tungsten anode and the mercury anode burner. These burners are very efficient as sources of vital ultraviolet. The visible radiation is present in relatively small amounts. There is infra red radiation and also extraviolet ultraviolet. Modifications of the mercury vapor arc in quartz lamp have been made available as the so-called water cooled (clinical model) and one activated by high frequency currents. The last gives an erythema producing radiation of about 2550 Å.u. Bulbs using a heating element to activate a pool of mercury designed for ordinary house current have had a vogue recently.

*c. Incandescent bulb radiation.*—From time to time incandescent bulb lamps are offered as sources of vital ultraviolet radiation. Sunburning and suntanning rays are generated and detected but the effect on the skin is uncertain, or the efficient life of the lamp very short.

### The Intimate Anatomy of the Skin Emphasizing the Pigment and Pigment Forming Cells

The basal cells of the epidermis and the contiguous portions of the true skin or corium contain pigment. In the skin of the dark races the pigment lies in other

layers as well. Recent methods of staining have shown that the pigment or melanin is not the only type present in and about the basal cells. Pre-pigment granules may be revealed by special staining. The chromatophores or pigment containing structures may also be demonstrated.

The white person's skin is not white normally. Its color depends on the presence of pigment, the contents of the blood vessels close to the surface, and the thickness of the granular layer which is highly refractive to light. Where the granular layer is absent, as in the lips and the nail bed, the color is pink, and not white. Where the granular layer is thick, as in a corn or callus, the skin appears white. The palm of the colored person appears whiter than other parts of his skin because of the thick granular layer.

The pigment of the skin shares in the protective function of the skin. It is difficult to evaluate the exact part which the pigment plays in this function. The colored person with skin rich in pigment is said to be best fitted for life in tropical lands. In white persons, the ease with which pigment forms locally or is carried to parts exposed to the sunburning rays varies. Some people do not react by sunburning and suntanning. The extreme case is that of the albinos—persons who are absolutely pigment free. No pigment is marshalled on exposure to ultraviolet radiation capable of producing such reaction. Then there are persons who have lost pigment from parts of the skin by reason of *vitiligo* or *leucoderma*. The unpigmented portions of their skin do not suntan after sunburn or exposure to the specific erythema producing and tanning rays of the vital ultraviolet.

### The Specificity of the Radiation Acting on the Pigment Production

Numerous experiments with dispersing prisms or with filters have demonstrated the concept that ultraviolet rays within the vital zone must be of specific wavelength or wave frequency to effect tanning on previously non exposed white person's skin. This wave length from the sun and from most of the manufactured sources of sunburning and suntanning apparatus is about the wavelength of 2967 Å.u.

Quality of radiation is one factor. The next factor is quantity. The third factor is time. It is readily recognized that a short exposure to sunburning radiation will not lead to the same result as a long period of exposure. There is another factor which is more elusive. This is the factor of threshold value. I am convinced that if the intensity per unit of time is below a very definite value, it will not be possible to sunburn or suntan no matter how long the period of exposure.

I must emphasize one point. The specific sunburn and suntan properties of the ultraviolet band of about 2967 Å.u. is not the only agency which can cause the pigment of the skin to collect. Chronic irritation after itching diseases causes pigmentation without exposure to ultraviolet radiation. Certain diseases of the internal organs also cause the pigment to collect. We will name a few at this point: Addison's disease (adrenal

(Continued on Page 86)



# The Almond Flavor

by H. STANLEY REDGROVE, B.Sc., F.I.C., F.R.H.S.

Author of "Spices and Condiments," etc.

THE almond flavor is one of first class importance to the extract manufacturer. The flavor is highly appreciated in conjunction with a sweet taste. Hence it is in demand by manufacturers of confectionery, cakes, biscuits, etc., and by housewives for use in the domestic making of similar articles. Moreover, the almond flavor is one which blends well with certain fruit flavors, more especially those of stone fruits, such as cherries, giving to them additional richness.

The almond aroma is not a rare one in Nature, quite a number of flowers having an almond-like perfume. The only natural sources of the essential oil used commercially for the production of almond essence are, however, bitter almonds, peach kernels and apricot kernels, of which the last are the most important.

None of these sources, however, contains the flavoring material, which is known as "bitter almond oil" from whichever source derived, as such. What they do contain is a complex glycoside, amygdalin, and, in different cells, a mixture of enzymes known as "emulsin."

Amygdalin is a condensation product of benzaldehyde ( $C_6H_5CHO$ ), hydrocyanic (prussic) acid, and gentiobiose. When the amygdalin and emulsin are brought into contact in the presence of water, hydrolysis takes place. The reaction appears to be of a somewhat complex character. One constituent of emulsin (amygdalase) appears to hydrolyse amygdalin to glucose and mandelonitrile glucoside, which latter is hydrolysed by the second constituent (prunase) to benzaldehyde, hydrocyanic acid and glucose.

Distillation of the product yields an oil consisting essentially of benzaldehyde plus a variable amount of hydrocyanic acid, which tends to recombine with the benzaldehyde with the production of benzaldehyde cyanhydrin (mandelonitrile).

Hydrocyanic acid, whether free or in combination with benzaldehyde is, as is well known, exceedingly poisonous. Hence, crude bitter almond oil is unfit for use as a flavoring material, and, moreover, produces extracts having a disagreeably bitter taste.

Curiously enough, although bitter almond oil appears to have been known as early as the fifteenth century, its poisonous character does not seem to have gained recognition until the nineteenth century.

Fortunately, hydrocyanic acid is, chemically speaking, a very reactive substance. Hence, by appropriate chemical treatment, bitter almond oil may be completely freed from this undesirable constituent. The resulting oil, known as "bitter almond oil S.A.P.," (*sine acido prussico*—without prussic acid) is suitable for use by the flavoring extract manufacturer.

The fact that crude bitter almond oil is poisonous has led to almost endless misunderstanding, and statements concerning the poisonous character of almond oils of a very misleading character are all too frequent.

It may be as well, therefore, to state clearly that there are three distinct almond oils met with in commerce.

These are as follows:

- (a) Sweet almond oil.
- (b) Bitter almond oil.
- (c) Bitter almond oil, S.A.P.

The first is a fixed oil, of a bland character, obtained by expression from sweet almonds or, more frequently, bitter almonds, which yield the same fixed oil. This is an edible oil, but finds its chief employment in the manufacture of high-class cosmetics. It is without interest for the extract manufacturer.

The second is the crude oil obtained by distillation after fermentation from bitter almonds, peach kernels, or, in actual practice more frequently from apricot kernels, the stoned fruit being either dried or canned. As already explained, this oil contains hydrocyanic acid and is, therefore, poisonous.

The third is the crude oil from which the hydrocyanic acid has been removed. It is injurious to health only to the same extent that benzoic acid, into which it is readily converted, is injurious. That is to say, in the proportions in which it is normally used to flavor food, it is quite innocuous.

The manufacture of almond extract is extremely simple, since it consists merely in the dissolution of bitter almond oil S.A.P. in alcohol of the correct strength.

According to the "Definitions and Standards for Food Products" laid down by the U. S. Department of Agriculture, the resulting essence must contain not less than 1 per cent by volume of the S.A.P. oil.

Stronger essences than the permitted minimum are in demand, and these may contain up to as much as 10 per cent of the S.A.P. oil.

As examples of concentrations recommended, the following formulae may be quoted: Kessler (*Practical Flavoring Extract Maker*), Formula 1 (2.3 per cent): S.A.P. oil, 3 ounces; spirits, 5 pints; water, 3 pints; Formula 2 (1 per cent): S.A.P. oil, 1.3 ounces; alcohol, 52 ounces; water, 76 ounces; Walter (*Manual for the Essence Industry*): S.A.P. oil,  $\frac{1}{2}$  oz.; alcohol 38° over-proof, 10 oz.; distilled water,  $5\frac{1}{2}$  oz.

We may now turn our attention to imitation almond extracts made with synthetic substitutes for bitter almond oil S.A.P.

Historically the subject is very interesting, for an imitation almond aroma was, I believe, the first imitation perfume to be placed on the market. This was

nitrobenzene,  $C_6H_5NO_2$ , or, to give it an old-fashioned name, oil of mirbane. When we smell this substance today, the fact is forcibly brought home to us that our forefathers's noses could not have been so sensitive as our own; for, although nitrobenzene certainly has an almond-like smell, this is very crude and far removed in quality from the aroma of the genuine article. It should be added that nitrobenzene is decidedly poisonous; and today it has quite dropped out of use in the extract industry, even as an adulterant.

### Synthetic Benzaldehyde

Came synthetic benzaldehyde, whose production presented no difficult task to achieve. However, it was, and still is to a considerable extent, made from toluene by first chlorinating it; and the traces of chlorine derivatives which remain in the substance when so synthesized mar its flavor considerably.

Today, benzaldehyde made by the direct oxidation of toluene, and which is, in consequence, quite free from chlorine derivatives, is available in commerce; and this substance certainly forms a very excellent substitute for bitter almond oil S.A.P.

### Synthetics Do Not Equal Natural Product

It would, however, be quite incorrect to describe the natural product and the synthetic one as identical, though this is not infrequently done. Bitter almond oil S.A.P. has a finer flavor than the finest synthetic benzaldehyde; and, indeed, there would be no point in the U. S. Department of Agriculture's definition if this were not the case.

It needs to be more fully recognized than is the case at present that *no so-called "pure" substances are chemically pure. Every substance is contaminated with impurities, whose characters are dependent on the method whereby the substance was formed*, though they may be present in amounts so small as to prevent their detection by analytical means. Natural benzaldehyde, i.e., bitter almond oil S.A.P., contains natural impurities which enhance its flavor, while synthetic benzaldehyde contains impurities which act in the opposite direction. We shall have succeeded in producing a perfect imitation of the natural product only when we have achieved the synthesis of benzaldehyde by exactly the same process as is adopted by the plant.

### Tolyl Aldehyde

I mention another imitation almond product. This is tollyl aldehyde ( $CH_3 \cdot C_6H_4 \cdot CHO$ ), a homologue of benzaldehyde, which was placed on the market a couple of years ago. This substance has an aroma like that of benzaldehyde, but of a softer and richer character. It should be of interest to extract manufacturers, to whom, I think, it is not very well known.

Benzaldehyde is very readily oxidized to benzoic acid; and I conclude by quoting the following warning re storage of bitter almond oil from my book *Spices and Condiments*: "The oil must be kept in well-stoppered bottles filled to the top, owing to the ease with which

benzaldehyde is oxidized by the oxygen of the air to produce white crystals of benzoic acid. Bottles of bitter almond oil should never be packed in sawdust or other inflammable material, for, if, through breakage or leakage, this should become saturated with the oil, it may take fire spontaneously on exposure to the air."

## Radiant Energy and the Skin

(Continued from Page 84)

tuberculosis); cancer of internal organs; ovarian malfunction. Exposure to x-rays and to radium also result in collection of pigment on the skin at the site of such exposure or over exposure. Pigment collects also in dependent parts, as in the skin of the lower leg if the circulation is poor. Exposure to heat rays, as sitting before an open fireplace, also causes the pigment to collect in a condition called Dermatitis ab igne—inflammation of the skin from fire.

### Sensitivity of the Exposed Person

We have mentioned that some people do not react by sunburning and suntanning if exposed to the specific ultraviolet zone of 2967 Å.u. We must offer the other side of the picture. There are people who overact by exposure. In brief, we say that such people are sensitive. At this time, we cannot go into the whys and wherefores of sensitivity. Little is actually known—and we do not offer guesses. The type of sensitivity which is present in a very few people is called natural (innate) sensitivity for want of a better name. It will serve us to distinguish it from induced or artificial sensitivity.

We will review the features leading to our concept of induced sensitivity. A few paragraphs earlier we mentioned the quality of radiation as a factor in tanning production. Sunlight sensitivity, natural or induced, would imply that some color radiation other than the specific band at 2967 Å.u. could produce the same result. In succession we mention quantity. Sensitivity would imply that less radiation is required than in the absence of such sensitivity. Our next feature was time. Sensitivity implies that the same result takes place in less time, or that a very much greater reaction takes place in the same time as only a normal reaction in non-sensitive people. Another factor was that of threshold. Sensitivity implies that sub-threshold values of specific radiation would result in sunburning and suntanning.

Finally and of great importance, sensitivity implies that those persons who do not react with sunburn and suntan to specific ultraviolet rays will do so.

Sensitivity can be induced by two general means. The first is by internal application of sensitizers. Certain food products, drugs and dyes which are taken into the body through the stomach, or by injection into the blood stream act as sensitizers. The next method of application of sensitizers is external—on the skin from the outside.

(To Be Continued)



# Aluminium Soap

## Notes On the Keeping Qualities of Aluminium Floating Soaps

by PAUL I. SMITH

ALUMINIUM powder in the form of minute flat particles of the pure metal free from all protective grease has been repeatedly recommended as an additive to soaps to be marketed as "floating soaps." The main purpose of incorporating aluminium in soaps is to reduce their specific gravity and this is achieved by the liberation of hydrogen formed by the interaction of the free alkali present in the soap with the finely divided metal. The evolution of gas makes the soap porous and able to float on water. Most of the so called "Floating Soaps" are made by the cold process in which high grade coconut oil is the most widely used oil, edible tallow, castor oil, palm kernel oil, etc., are also utilized in the process. The alkali usually favored for saponification is soda lye, approx. 38° Be. or a mixture of soda and potash lyes, 38° Be.

Whilst aluminium powder appears able to endow soap with floating properties, its use is undoubtedly accompanied by several serious disadvantages, the most important being the tendency of aluminium soaps to become rancid and develop objectionable spots.

The presence of metallic impurities in soap has generally been considered detrimental to the latter's keeping qualities, and though Wittka found that aluminium was not an active catalyst like copper in the formation of spots, there is no doubt that it shares with that metal the usual metallic properties. According to C. Knigge in *Seifensieder-Zeitung*, 61, 123-4 (1934), the most harmful metals in soap can be arranged in the following order of danger:— copper, cobalt, iron, nickel, manganese, mercury, lead, tin and possibly aluminium, but the writer suggests that further work may alter the position of aluminium on the list. There is plenty of evidence to prove that a good deal of trouble experienced in the past with aluminium soaps arose because the metal used in their manufacture contained traces of copper. It is essential that the metal should be pure, and it is well worth remembering that commercial aluminium bronze, which is sometimes offered to the soap manufacturer, contains copper. As every one knows, copper is a most dangerous metal, and even the smallest traces are liable to induce unfavorable rancidity changes. The aluminium purchased for adding to soaps should be free from all traces of dangerous metals, and it is always advisable to see a certificate of analysis.

While the chemical purity of the metal is of the utmost importance, the physical condition of the metal is also contributory to changes which take place during storage of the aluminium soap. The metal should be very finely powdered, and it is advisable to obtain even a finer product than is used in the manufacture of high grade paints. The presence of large or moderately small particles in the soap tends to localize rancidity changes.

H. Vohrer, *Seifensieder Zeitung*, 61, 15 (1934), con-

siders that the method of adding the metal to the soap also plays a big part in the subsequent keeping properties of the latter. He advocates that the soap should not be prepared by the cold method, but at warm or even at boiling temperature. The evolution of hydrogen due to the action of aluminium on the alkali is complete in one half to one hour, but it is not sufficiently violent for the gas to escape. He also states that unchanged particles cannot be determined if the boiled method is used, whereas there is always a possibility that they will show when the cold method is used. It should be noted, however, that when the boiled method is used, there is always a tendency for the gas to be evolved so quickly that some of it escapes into the atmosphere and does not exert its intended action in the soap mass. This is one of the reasons why silicon is preferred by many to aluminium, as in the former case, the liberation of hydrogen takes place gradually.

The use of preservatives or antioxidants in floating soaps containing aluminium has not received very much attention, but there is sufficient data to show that the subject is well worth investigation. In the case of aluminium soaps, where there is a known tendency for them to discolor, it is advisable to choose the perfumes with great care. Aromatic aldehydes and ketones known to be strong oxidation accelerators of soaps should be avoided, and preference, whenever possible, given derivatives of polyhydric phenols which contain hydroxyl groups together with ethyl ether, propenyl and ethyl groups, all of which are strong antioxidants.

Manufacturers interested in the production of floating soaps will do well to carry out extensive trials with the process before undertaking bulk production. One of the most economical and useful tests for determining the keeping qualities of aluminium soaps can be afforded by means of the quartz lamp, and if the soap will stand up to irradiation for several hours without any trace of discoloration or rancidity, then the soap may be considered suitable for marketing. In conjunction with the above physical test, the usual chemical tests should be employed, especially the Kreis reaction which usually gives a very positive reaction with aluminium soaps, in fact the reaction is generally more marked than is the case with air blown floating soaps or those containing silicon. Microscopic examination is also very useful to discover the structure of the soaps and to determine if rancidity accompanied by discoloration is taking place in the interior of the soap. An exhaustive scientific examination of the entire process will well repay any manufacturer considering its industrial possibilities, as soap developing spots will be at once sent back to the factory from the distributors and there will be an inevitable loss of prestige, which may of course, seriously affect subsequent orders.

# TRADE NOTES



## Healy Back from Europe

D. K. Healy, president of Groville Sales Corp., New York, has just returned from a visit of several weeks in Europe where he studied the toilet preparations situation, especially with relation to perfumes and their promotion. Mr. Healy reports that his observation and his numerous conversations with perfumers abroad, especially in France, have convinced him that the future of the perfume business is in America.

Virtually all of the Parisian perfumers are depending greatly upon the American business to sustain them during the present depression, and several of them are making plans to establish manufacturing operations in the United States and in South American countries. He is enthusiastic over the outlook for increasing business in perfumes, provided modern and original sales promotion methods are used. Mr. Healy believes that a definite tieup between perfume and fashion is necessary, and that American women will purchase perfumes in increasing volume if they are presented along these lines.

One of the novel promotion ideas which has been working very successfully for his company is shown in the "New Products and Packages" section this month.

## Procter & Gamble Co. Raises Wages

An increase of five cents per hour for all plant employees on an hourly basis and of \$2 per week for those on a weekly basis was instituted by Procter & Gamble Co., Cincinnati, on April 1. The increase affects about 7,500 employees.

## Rounds Heads R.A.S. Laboratories

R. A. S. Laboratories, New York City, advise of the election of Leland L. Rounds as president. Mr. Rounds has been active in the company since its formation several years ago. The concern manufactures ointments chiefly.

## Dodge No Longer with Ayer

Frederick N. Dodge, who for some time has been connected with Harriet Hubbard Ayer, Inc., New York, is no longer associated with that company. Mr. Dodge has not yet announced plans for his future activities.

## Colgate Revises Advertising Plans

According to a press interview with S. Bayard Colgate, president of Colgate-Palmolive-Peet Co., Jersey City, advertising of the company during the coming year will be practically limited to newspapers. Mr. Colgate reported that he had found this the best medium for products of general use such as soaps and toilet articles.

## Jergens Expanding California Plant

The Andrew Jergens Co. of California, Burbank, Calif., has advised us that its plant is being expanded with the addition of considerable new equipment including a capping machine, an automatic front and back labeler, and a new homogenizer. Work has also been started on an additional warehouse building 60 by 100 feet. Increased business in the "Woodbury" cream line is responsible for this further expansion.

## Toilet Goods Committee Active

The Committee of the Toilet Goods Industry, in addition to its convention activities, an account of which appears on another page, has been exceptionally active during the last month on other important work of the industry. Several meetings have been held at which reports on the various projects before the committee have been received. The Copeland bill, through the efforts of the general counsel, has been amended so that it is now quite satisfactory to the industry which expects to take no further action upon it.

Work is still being done through Mark Eisner of counsel on the manufacturers' excise tax on cosmetics. Despite published reports to the contrary, the committee still believes that it is possible to secure the repeal or reduction of this tax and is working toward that end. Much excellent work has also been done on state legislative matters and the campaign against unsatisfactory state legislative bills is being carried on vigorously and with marked success. A notable victory was won in Nevada where the Governor has vetoed the most objectionable piece of legislation, largely through the work of committee members.



D. K. HEALY

## F.E.M.A. Plans Annual Meeting

The annual meeting of the Flavoring Extract Manufacturers' Association will be held this year in the splendid home of the Lake Shore Athletic Club in Chicago. A. F. Wussow of the Price Flavoring Extract Co., Chicago, chairman of the convention committee, advises that the splendid facilities of the club will be available for members and guests at the convention and that at least a part of the entertainment will center around the athletic equipment for which the club is famous.

A "Carnival Night" will be one of the principal entertainment features and prizes will be awarded for bowling, billiards, ping pong, squash and other athletic events. The business sessions will include work on such important matters as national and state taxation, the Code, proposed Food and Drugs Act revision and many other momentous problems.



A. F. WUSSOW

## Javal Here for Visit

Fernand Javal, president of Houbigant Perfumery Co., New York, and one of the principals of the parent house of Houbigant in Paris, arrived on the *Paris*, April 17 for a visit of several weeks to the American company. He will confer with André Wick, vice-president and general manager of the Houbigant organization here, on plans for the further development of the company's American business and study the market for perfumes and toilet preparations on this side of the Atlantic. Mr. Javal is well known to the trade here through frequent visits to America and welcomes this opportunity of meeting many of his friends in the trade.



FERNAND JAVAL

## Jaskowiak Heads Parfums Gralene

John S. Jaskowiak has been elected president of Les Parfums Gralene, Chicago. E. Protas is vice-president; William Jaskowiak, treasurer and counsel, and Leonard A. Rotzell, secretary. Laboratories have been enlarged and new representatives appointed in several sections. E. C. Capaillo is now covering Texas for the company while A. Barbat is handling sales in Louisiana, Mississippi and Tennessee. The company has added several new items to its line, one of its new perfumes being illustrated in the new products section of this issue.

## Renaud Moves New York Office

Offices and showrooms of the Renaud Sales Co., Inc., New York, including Les Parfums d'Isabey, Inc., and Fioret, Inc., were moved early this month to new and larger quarters at 245 Fifth Avenue in that city. Handsome reception rooms and attractive display space for the organization's lines are provided at the new address. The Isabey group of perfumes is being enlarged with a new series of floral odors, illustrations of which are included in the new products and packages section of this issue.

## Toilet Goods Convention Planned

The Committee of the Toilet Goods Industry has been requested by the Associated Manufacturers of Toilet Articles to assume sponsorship for the annual convention and to make it, if possible, a general meeting of the entire industry to be known as "The All-Industry Perfume and Cosmetic Manufacturing Convention." H. L. Brooks, of Coty, Inc., was named chairman of a special committee to arrange this affair. He will co-operate with Charles E. Kelly of Hagerty Brothers & Co., New York, chairman of the entertainment committee.



CHARLES E. KELLY

A great deal of work has already been done by the entertainment committee to make the convention enjoyable. As a starter the committee has secured the Plaza hotel, one of New York's finest as convention headquarters. On the evening of May 21, the first evening of the convention, the annual theatre party will be held and the committee has selected the current success "Thumbs Up" as the attraction. After the theatre a supper and dance will be held at the hotel.

A golf tournament will feature May 22. It will be held at a nearby Long Island course and very handsome prizes have been secured for the various classes. The evening will be open and on the closing day, May 23, the annual banquet will be held at the Plaza. No speakers but an elaborate program of entertainment and the usual handsome souvenirs will feature this occasion.

To assist the sub-committee under Mr. Brooks's chairmanship, an advisory committee has been named. On this advisory committee, representatives of various groups in the industry and of the trade press have been appointed. They are Mrs. Ruth D. Maurer, Rudemar Corp.; J. Poses, A. A. Vantine & Co.; A. H. Bergmann, Oxyzn Co.; Ira P. MacNair, MacNair-Dorland Co.; Hoyt R. Shehan, Wildroot Co.; Charles A. Pennock, Richard Hudnut; George A. Wrisley, Allen B. Wrisley Co.; Capt. Clyde Balsley, representing the California Cosmetic Association and James M. Doherty, Pope Publishing Co. Charles S. Welch, secretary of the Code Authority is chairman of the business program.

## Again Heads McCormick & Co.

Charles P. McCormick was re-elected president of McCormick & Co., Inc., Baltimore, at the board of director's meeting held last month, immediately following the annual stockholder's meeting. At the same time an extra dividend of \$1.00 per share in addition to the regular 50c was declared on all outstanding common stock, an increase over last year when the extra dividend was 50c.

Norman C. Settle was elected to the board of directors to succeed Harry C. Dill who resigned due to absence from the city. In addition, Fred W. Ensey, Walter Davis and J. Grayson Luttrell were elected second vice-presidents. The remaining board, re-elected, includes Charles P. McCormick, president; Roberdeau A. McCormick, Hugh P. McCormick and George M. Armor, vice-presidents; William Lee Bean, secretary-treasurer; J. Grayson Luttrell, F. W. Ensey, W. M. Davis, C. L. Fardwell, F. H. Long, F. A. Davis and N. C. Settle.

At the stockholders meeting, several president's awards were presented, Mr. Ensey and Mr. Davis being raised from the ruby to the diamond class, and Brooke E. Furr, a junior executive, receiving his first pin.

Mr. McCormick, in commenting upon the past year's business, was enthusiastic about the results of the past two years and said that business was well ahead of 1933, with an increase of over a million dollars in sales during the past two year period. The many policies, adapted by Mr. McCormick, have worked to the benefit of the company and employees, and a bright future is anticipated.



CHARLES P. MCCORMICK

## Jeurelle Moves to Chicago

Maison Jeurelle, Inc., which for the last three years has been located in New York City, has moved general offices, factory and warehouses to Chicago, the original headquarters of the company. The offices will be located in the Merchandise Mart, 222 North Bank drive and the factory and warehouses at 3529 West 47th street. Frank M. Head is president of the organization which was originally organized by Colgate-Palmolive-Peet Co., to take over its "Seventeen" line of toiletries. There is no longer any connection with the Colgate interests.

## Ace Drug Products Organized

Ace Drug Products Co. has been organized with offices and showrooms at 928 Broadway, New York City, for the manufacture of a general line of cosmetics, including nail polish. S. Weil, who has been active in the jobbing trade, is president of the company. The factory is located at 17 East 21st street, New York.

## Officers of Matchabelli Perfumery

At a meeting of the board of directors of Prince Matchabelli Perfumery, Inc., New York, following the death of Prince Georges Matchabelli, president and founder of the company, it was decided to leave the office of president vacant for the time being. Charles Triller was elected vice-president of the company; Eula Manes Stone, secretary and general manager; and Alexander Tarsaidze, treasurer and in charge of sales promotion and advertising activities. The directors felt that it would be impossible to replace the late Prince Matchabelli and decided to leave the presidency vacant out of respect to his memory.

## Cecil Smith in England

Cecil Smith, president of Yardley & Co., Ltd., New York, sailed recently for England for his annual visit. He will confer with officials of the parent company in London and visit friends and relatives, returning about May 15, in time for the annual convention of the Associated Manufacturers of Toilet Articles of which he is president.

## Michigan Group Plans Tournament

The highlight of the last meeting of the Allied Drug and Cosmetic Association of Michigan, presided over by president R. G. Cooper, was the discussion of the proposed golf tournament, directed by Ray Vicary, chairman of entertainment.

Ray went to much trouble to make this affair a success. He reported that three silver loving cups were to go to the winners of the seasons play. These were donated by Ralph Stevenson, Herb Brown, and Charley Harvey.

Numerous prizes were also donated for the different games. Ray requested all the fellows traveling, stopping or calling in Detroit through the summer to come out as special prizes will be given guests. He reported that the best golf courses in the district are to be used. Further, he promised that novel features will be the highlight of each game. For instance, Roy Clarke promises a "German Band" when the boys come out to his club and Herb Brown swears that he will bathe each one in liquid refreshment—he'll supply the refreshments.

Chairman Wilbut Elliott of the membership committee, brought in five new members. They are: J. Wolff and H. M. Jackson, Frederick Stearns & Co.; Gene Buck, Standard Oil Co., Indiana; A. Broderson, Wyeth Chemical Co.; and H. H. Todgham, Penslar Co., Ltd., Canada.

M. G. de Navarre reported on the meeting of the Committee of the Toilet Goods Industry, at which he was a guest.



RAY VICARY



## Tanya, Inc., Is Organized

Tanya, Inc., has been organized with offices at 250 Park avenue, New York, to distribute a new perfumed powder to impart fragrance to clothes in the course of laundering. Norbert A. McKenna is president of the company, and John Locke is vice-president. Eleanor Shoemaker is acting as publicity manager. The company's product, which is being introduced under the name "Frag-Rinse," is illustrated in the new products and packages section of this issue.

## Chisholm Resigns from Chamberlain

A. R. Chisholm, for the last six and a half years Eastern district manager for Chamberlain Laboratories with headquarters in New York has resigned. "Chis" recently secured a patent on a new loose powder device, an "inner deck" for compacts, face and toilet powder boxes. This with other toilet preparations items will engage his attention in the future. With Mrs. Chisholm, he is now spending a month at Carolina resorts and will have an announcement for the trade when he returns.

## Sharf Heads Bottlers' Laboratory

John M. Sharf, of Ames, Ia., has been appointed as director of the laboratory of the American Bottlers of Carbonated Beverages, maintained at Washington, D. C. In this position he succeeds Dr. Julian H. Toulouse, who was director of the laboratory for four years until he joined the scientific staff of the Owens-Illinois Glass Co., Toledo, O., last January.

Mr. Sharf was graduated from Iowa State College with the degree of Master in Science in Chemical Engineering and during the past two years has been doing post-graduate work in Germany and England. He carried on work in food chemistry at the Technical College at Danzig and Karlsruhe, Germany, and at London University.

The association has also named C. R. Arnold, a post-graduate student at Iowa State College, as A. B. C. B. Research Fellow at that institution.

Harry A. Shinnick, of Washington, D. C., has been appointed as director of public relations for the association, succeeding Joseph R. Flynn, who recently resigned to conduct a business of his own in the public relations field.

## Miss Bell Making Tour for Haubret

Lillian Bell, sales manager for Martine Haubret Products, is making a tour of the East and Middle West, visiting distributors of this line of herbal preparations. Miss Bell is lecturing before women's clubs in each city on "Herbs for Skin Health and Beauty."

## Brokmeyer Heads Beauty Code

Eugene C. Brokmeyer, prominent for more than 20 years in the drug trade, has been appointed secretary-treasurer, managing director and general counsel of the Divisional Code Authority for the Beauty and Barber Equipment and Supplies Trade. Mr. Brokmeyer is



EUGENE C. BROKMEYER

counsel for the Federal Wholesale Druggists Association, a position which he will continue to hold, and has in the past been identified with the legal work of other trade associations in the drug industry.

Offices of the Code Authority have been moved from New York to new quarters in the National Press building, Washington, where Mr. Brokmeyer will be in charge. He will have as assistant S. A. Glick, a certified public accountant, who had been associated with the work of the Code Authority while it was in New York. Joseph Byrne, former managing director of the Code Authority, will continue as a member of that body.

## Decision Validates Alcohol Control

In an important decision the U. S. Circuit Court of Appeals for the 3rd Circuit on March 25 upheld certain sections of the National Prohibition Act as still in force in spite of the repeal of the Prohibition Amendment. The Court held that these provisions of the old Volstead law did not depend for constitutionality upon the 18th Amendment and were still constitutional and in full force and effect under other provisions of the constitution. The sections which are still in force are known as Title III and Sections 4 and 9 of Title II.

Title III is the section of the Volstead Act which defines and regulates industrial alcohol and its sale and distribution. Section 4 of Title II exempts medicinal, toilet and other preparations from the prohibitory features of the act and institutes the permit system for manufacturers of these products. Section 9 of Title II sets forth the method of citing violators and provides for hearings.

## Bourjois Has Higher Profit

Bourjois, Inc., and subsidiaries report for the year of 1934 a net income of \$453,323 after charges and federal taxes, equivalent after dividends on \$2.75 no-par preference stock, to 84 cents a share on \$392,225 no-par shares of common stock, excluding 7,775 shares in treasury. This compares with \$344,858 or 55 cents a common share in 1933.

Current assets as of December 31, 1934, including \$250,460 cash, and U. S. treasury notes, amounting to \$1,701,877 and current liabilities were \$338,788, compared with cash of \$355,525, current assets of \$1,641,678 and current liabilities of \$246,051 at end of preceding year.



JOHN M. SHARF

## Amendments to Code Proposed

Amendments to several provisions of the Code for the Perfume, Cosmetic and Other Toilet Preparations Industry have been drafted, approved by the Code Authority and filed with the N.R.A. Public hearings will be held at 10:15 A.M. on Friday, May 3, in the Sun Parlor of the Hotel Washington, Washington, D. C., at which time interested parties may appear either in favor of or opposition to the amendments. Deputy Administrator Earle W. Dahlberg will be in charge of the hearings.

The first change is in the method of selecting the code authority. Instead of having elections by groups in the industry, it is proposed that the entire body be elected by a general vote after nominations have been filed from each of the five groups into which the industry is divided. Under the new method three nominees will appear on the ballot from nationally advertised goods, three from the private brand or syndicate store manufacturers, three from products used principally in the beauty and barber supply trade, six from companies having annual sales in excess of \$500,000 and six from members of the industry having annual sales of \$500,000 or less.

Election will be on the basis of one from each of the first three groups and two from each of the last two groups. Each member is entitled to vote once for representatives in the first three groups and again in the group determined by his business volume. Votes are proportional ranging from 4 votes for companies with sales volume up to \$50,000 annually to 44 votes for companies doing in excess of \$5,000,000 annually.

The second proposed amendment redefines the term cosmetics and other toilet preparations and is proposed jointly with the soap industry to prevent overlapping of the codes of these two groups. Soap, shaving soap, shaving powder or soap products are in the soap code. Shaving creams, whether lather or brushless, are in the cosmetic code under the amendment.

The other amendments are to the trade practice provisions. They consist principally of tightening the open price provisions to prevent evasion. Under the new rules, not only listed prices and discounts must be filed with the authority, but copies of any contracts involving payment for window display, counter space, remuneration of store employees or any other special arrangements with retail outlets must also be filed. These are to be open to the inspection of competitors or customers at all reasonable times. The provision relating to the badging of demonstrators has also been amended so that payments of any sort by manufacturers whether in whole or in part of any sales person will make that person a demonstrator and subject to the provisions regarding identification. This apparently makes it necessary to badge PM'd employees, a point not definite in the code thus far.

A further amendment which would prohibit sales of their products by members of the code to concerns which are code violators has also been proposed. In effect this would ban sales to distributing companies which have lost the "Blue Eagle".

Announcement was made April 15 by Charles S. Welch, secretary Code Authority that the National Recovery Administration has removed the privilege of

using the code insignia of the Perfume, Cosmetic and Other Toilet Preparations Industry from the De Barron Co., manufacturing and importing perfumers located at 104 Hanover street, Boston, Mass. The particular respondent is the manufacturer of "Toutes Fleurs," "Garden of Babylon," and "Rose of Alexander."

It is also reported that Biggs & Co., 21 South Wabash avenue, Chicago, Illinois has been deprived of the right to display the "Blue Eagle," having been found in violation of the toilet preparations Code, as well as the Code of the Beauty and Barber Shop Mechanical Equipment Manufacturing Industry.

## Insecticide Code Members Quit

Four important members of the Code Authority for the Insecticide and Disinfectant Manufacturing Industry have resigned, disgusted with the operation of the code and apparently with the entire N.R.A. set-up for this industry. They are Dr. R. C. White, chairman, and head of the Robert C. White Co., Philadelphia; W. C. Greisheimer of the Black Flag Co., Baltimore; Wallace Thomas of the Gulf Refining Co., Pittsburgh; and W. B. Eddy, secretary, who is connected with the Rochester Germicide Co., Rochester. Dr. White, in a statement accompanying his resignation said that he felt his association with the entire N.R.A. had been the "greatest fiasco from a business man's point of view" in which he had ever indulged. He indicated a belief that the entire movement is "doomed to dismal failure."

## School of Display Progressing

Increasing public response to beautiful window decoration is rapidly fostering a creative talent in display merchandising, according to Polly Pettit, director of the New York School of Display. Mrs. Pettit is this month resigning her position as display manager for Black, Starr & Frost-Gorham, Fifth avenue jewelers, to devote her entire efforts to the new, growing institution.

Located in Rockefeller Center, the School of Display, founded in 1934 by Mrs. Pettit and associates, has in a brief existence filled a unique need and is anticipating the requirements for this rapidly expanding field. First organization of its kind in America, the new display school is becoming a focal point for individuals seeking training in this exceptional vocation.

## Dr. Katz Returns to Coast

Dr. Alexander Katz, secretary of Florasynth Laboratories, Inc., New York has returned to the Pacific Coast after a New York visit of about two weeks. He made the trip to and from Los Angeles by airplane, and is now engaged in a complete tour of the Coast territory as far north as Vancouver, from which he will return to Los Angeles, his permanent headquarters. The Los Angeles office will soon be moved to much larger quarters owing to the steady increase in Coast business under Dr. Katz's capable and energetic direction.

William Lakritz, laboratory and sales manager of the company, after a trip through New England and Canada, is now in the Middle West where he will spend some time at the Chicago office and contact the trade in Minneapolis, St. Paul, Omaha and St. Louis.

### Last Dollar for Rouge

An *Associated Press* despatch from Spokane, Wash., relates that Mrs. Sybil Walters, convicted there of grand larceny, and about to be taken to the state penitentiary to serve a sentence of from one to 15 years, insisted upon spending her last dollar for cosmetics, principally rouge and lipstick. "I want to go with my chin up" was her explanation, "I can't without my rouge and lipstick."

### Harper Organization Changes Name

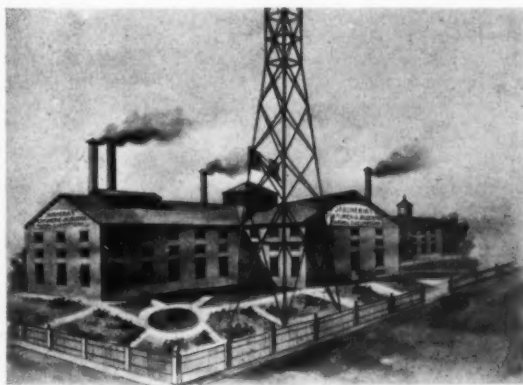
Harper Method, Inc., is the new name of Martha Matilda Harper, Inc., the change having been made at a recent special stockholders' meeting. Adoption of the new corporation name is in line with the organization's policy of simplicity and uniformity and involves no other change. Headquarters are still at 1233 East Main street, Rochester, N. Y., and the firm remains under the direction of Robert A. MacBain, president; Martha Matilda Harper, vice-president, and Frank R. Kroman, secretary.

### Mails Barred to Cosmetic Firm

Because of alleged fraudulent practices, the Post Office Department has issued a fraud order naming the East India Toilet Goods Manufacturing Co., S. L. Lyons as president, Effie Lyons as secretary, S. D. Lyons, and all their officers and agents, as such, at Oklahoma City, Okla. Postal officials are directed to return all mail matter addressed to the foregoing to the senders.

### Jalisciense Progresses in Mexico

One of our staff of faithful, unpaid, trade reporters has just brought us a photograph of one of Mexico's leading cosmetic plants, that of Perfumeria Jalisciense



JALISCIENSE PLANT AT GUADALAJARA

at Guadalajara. He reports that the factory is equipped with up to the minute machinery, and that only the most modern processes are employed by Rafael Zuzurregui, owner and manager, who has had years of experience in the field. The products of the company which include soaps as well as perfumes and cosmetics enjoy wide distribution in the neighboring republic.

### W. C. Weeks to Wed Miss Barron

The approaching marriage of Margaret Jonanne Barron of Des Moines to William Chamberlain Weeks, son of Mr. and Mrs. Carl Weeks, has been announced. Mr. Weeks is associated with his father in business as vice-president in charge of sales for the Armand Co.

### Peterson Now with Ogilvie

Ogilvie Sisters, New York, have advised us that John M. Peterson is now associated with the Ogilvie Sisters Sales Corp., in the capacity of general manager.



CLARA OGILVIE MACINNIS

Mr. Peterson has had long experience in the drug and toilet preparations trade, having for some years been associated with the Johnson & Johnson companies as a sales and general executive. His headquarters will be at the offices of the company in New York.

Mrs. Clara Ogilvie MacInnis and Mrs. Mabel Ogilvie Carter, two of the famous sisters, sailed on the *Ile de France*, April 13, for a visit to several of the European offices and salons of their enterprise. Mrs. MacInnis will return on the maiden voyage of the new French liner *Normandie*, which sails from Havre, May 28.

### Deupree Speaks on Radio Forum

Richard R. Deupree, president of the Procter & Gamble Co., Cincinnati, was guest speaker on the radio forum conducted by *Liberty* magazine on April 11 over the network of the Columbia Broadcasting Co. Mr. Deupree attempted in his talk to disprove the statement that efficiency in distribution lags behind productive efficiency. He contrasted modern distribution of branded products in attractive, sanitary containers with old-fashioned bulk distribution, and ascribed the improvement to sales and advertising development.

### Wrigley Officials Fined

Four officers of the Wrigley Pharmaceutical Co., Atlantic City were fined a total of \$2,300 in Federal District Court in Wilmington, Del., March 27, on charges of using the mails to defraud. The defendants, Benjamin Goldsmith, William W. Wrigley, Patrick Gallagher and George S. Bross pleaded nolo contendere. The company makes toothpaste and is not connected with the Wrigley chewing gum interests.

### Varvat Sails for France

Gabriel Varvat, vice-president of the George Silver Import Co., New York, is sailing on the *Paris*, April 20, for a six weeks' visit to Etablissements Roure-Bertrand Fils & Justin Dupont, Paris and Grasse, which his company represents in America.



## 1,500 at Drug Trade Dinner

Surpassing even the previous high record of 1934, the tenth annual dinner of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., drew a gathering of approximately 1,500 to the Waldorf Astoria hotel, New York, on the evening of March 21. Those in attendance heard Senator Joseph T. Robinson of Arkansas, majority leader of the United States Senate, inveigh against such "visionary and impractical" schemes as the old age pension plan of Dr. Townsend and the share-the-wealth program of Senator Huey P. Long.

Herman G. Weicker, vice-president of the Dodge & Olcott Co., New York, and chairman of the section, presided at the dinner. Robert L. Lund, executive vice-president of the Lambert Pharmacal Co., St. Louis, and chairman of the National Association of Manufacturers, acted as toastmaster, and Arthur ("Bugs") Baer, well known newspaper humorist, concluded the evening with remarks in a lighter vein. The address of Senator Robinson was broadcast over a coast-to-coast radio network.

The members and guests who packed the main ballroom and balconies of the hotel enjoyed a repast such as only the inimitable Oscar could have prepared from the *canapés Russe* to the demi-tasse and cigars. Acquaintances were renewed during the hour or so preceding the dinner and after its conclusion, and several firms provided a variety of entertainment for members of the trade in numerous private suites throughout the hotel.

## Displays at British Fair

Since our report on the British Industries Fair published last month, two additional photographs of displays at that important event have been received. One is the booth of Potter & Moore, Ltd., well known for their "Mitcham Lavender" here as well as in England. They are represented here by Groville Sales Co., New York. The other, less well known in America, but of growing importance in Great Britain is that of Zenobia, Ltd.



## Coming Conventions

American Chemical Society, Hotel Pennsylvania, New York, April 22-26, 1935.

New England Drug Show and Cosmetic Exposition, Horticultural Hall, Boston, Mass., April 29 to May 3, 1935.

American Drug Manufacturers Association, Homestead hotel, Hot Springs, Va., May 6, 1935.

All-Industry Perfume and Cosmetic Manufacturing Convention, Hotel Plaza, New York, May 21-23, 1935.

American Oil Chemists' Society, Peabody hotel, Memphis, Tenn., May 23-24, 1935.

Flavoring Extract Manufacturers' Association, Lake Shore Athletic Club, Chicago, Ill., June 3-5, 1935.

American Pharmaceutical Manufacturers Association, Hershey hotel, Hershey, Pa., June 3, 1935.

National Association of Insecticide & Disinfectant Manufacturers, Edgewater Beach hotel, Chicago, June 10 and 11, 1935.

Proprietary Association, Greenbriar hotel, White Sulphur Springs, W. Va., June 5-7, 1935.

American Pharmaceutical Association, Multnomah hotel, Portland, Ore., August 5-10, 1935.

National Association of Retail Druggists, Netherland-Plaza hotel, Cincinnati, O., September 23-24, 1935.

National Hairdressers' and Cosmetologists' Association, Hotel Pennsylvania, New York, October 13, 1935.

United Medicine Manufacturers of America, Waldorf-Astoria hotel, New York, October 17 and 18, 1935.

Exposition of Chemical Industries, Grand Central Palace, New York, December 2-7, 1935.

## Polosky Represents Manhattan Soap

George B. Polosky has been made first Detroit representative of the Manhattan Soap Co., New York. He is opening offices at 1931 Howard street. This is the first time this company has opened a direct factory office in Detroit. Polosky formerly represented the John Puhl Products Co., in Detroit. He will have charge of Southern Michigan as well.





## Insecticide Makers to Meet

Members of the National Association of Insecticide and Disinfectant Manufacturers will hold their Mid-summer meeting at the Edgewater Beach hotel, Chicago, on June 10 and 11. The session will be limited to ten hours, divided into four periods of two and one-half hours each, according to plans adopted by the governing board of the organization.

Dr. Alfred Weed, of John Powell & Co., Inc., the acting vice-chairman of the standardization and scientific committee, has been appointed chairman of that committee to succeed the late Dr. Charles H. Peet. The committee will undertake a study of the Peet-Grady method for testing insecticides and will report on this investigation at the June meeting. Joseph Armstrong has been selected to fill the vacancy on the committee.

Dr. Weed and Dr. Emil Klarmann, of Lehn & Fink, Inc., have been appointed to the legislative committee of the association. Dr. Klarmann is also chairman of the disinfectants committee.

## New York Cosmetologists Hold Show

The New York State Hairdressers and Cosmetologists Association, Inc., conducted its Spring "Official" show and convention at the Hotel New Yorker, New York, from March 25 to 28. Cooperating in the exhibition were the Coiffure Guild of New York, Inc., the German-American Hairdressers Club, Inc., and the New Jersey unit of the National Hairdressers and Cosmetologists Association.

Excellent attendance and unusual interest marked the series of lectures, post-graduate courses, demonstrations and contests that were presented. Emile F. Martin, association president, acted as chairman of the show committee, while P. Richard, Stani Mars, Joseph Schaeffer and Ruth G. Smith each served as master of ceremonies on the different days of the convention. Talks were given by Florence E. Wall on the Copeland Bill, Curt P. Wimmer on cosmetic chemistry, Dr. William Howard Hay on diet, Dr. J. B. Altruda on plastic surgery and Dr. Benno Jankel on dermatology.

Among the manufacturers in the cosmetic field who exhibited at the convention were:

Charles Arnao Co.; Blue Bird, Inc.; Boyer International Laboratories; A. Breslauer, Inc.; Peter Charles Nail Polish Co.; Clairol, Inc.; Hyman & Hyman; Quality Products Co.; Sales Affiliates, Inc.; Soap Products, Ltd.; Vernon Laboratories, Inc., and Charles Wolton.

## Milwaukee Drug Code Authority

At a meeting of the Milwaukee retail drug code boards for the fourth and fifth congressional districts on March 21, Clem A. Czerwinski, president of the Milwaukee County Pharmacists Association, was elected chairman of the boards. Frank Ray, manager of Liggett's Milwaukee store was named vice-chairman, Frank Keating, treasurer, Arthur Broenen, secretary, and Harry J. Weissenborn, inspector of code deputies.

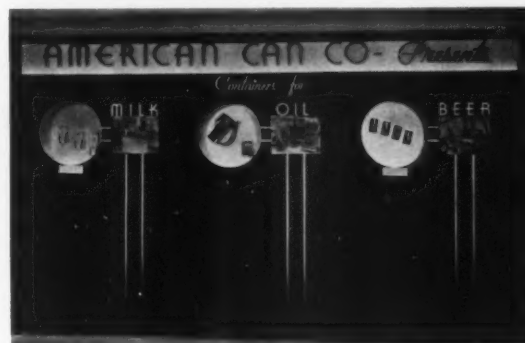
## Miller Resigns from Armand

Henry Miller, for ten years chemist of the Armand Co., Des Moines, has resigned it was recently announced.

*The American Perfumer*

## "Canco" at Packaging Show

Too late for inclusion with the displays of others in last month's account of the packaging Exposition at Chicago, was the accompanying picture of the American Can Co. display. This unusually effective booth



showed packages made by the company for three important industries along with a view of the outlets in which the commodities are dispensed at retail.

## U. S. P. Revision on Lemon Oil

The Revision Committee of the United States Pharmacopoeia has issued an interim revision on lemon oil. The revision was designed to admit domestic oil of lemon to the provisions of the Pharmacopoeia. It reads as follows:

### OLEUM LIMONIS

#### Oil of Lemon

##### Ol. Limon.—Lemon Oil

The volatile oil obtained by expression, without the aid of heat from the fresh peel of the fruit of *Citrus medica* var. *Limonum* (Risso) Hooker filius (Fam. Rutaceae), with or without the previous separation of the pulp and the peel.

*Oil of Lemon which has a terebinthinate odor must not be used or dispensed.*

**Description and physical properties**—A pale yellow to deep yellow or greenish-yellow liquid, having the characteristic odor and taste of the outer part of fresh lemon peel.

**Tests for identity and purity**—The Oil is soluble in 3 volumes of alcohol, and in all proportions in dehydrated alcohol, in carbon disulfide, and in glacial acetic acid.

Specific gravity: 0.849 to 0.8555 at 25° C.

Optical rotation: varies from +57° to +65.6° in a 100-mm. tube at 25° C.

Refractive index: 1.4742 to 1.4755 at 20° C.

A solution of the recently expressed Oil in alcohol (1 to 3) is neutral or only slightly acid to moistened litmus paper.

Oil of Lemon when distilled as described under *Oleum Aurantii* (U. S. P. X) gives the following results: The angle of rotation of the first 5 cc. is not more than 5 degrees less than that of the original oil. The refractive index of this same portion is not less than 0.0010 and not more than 0.0027 lower than that of the original oil.

**Storage**—Preserve Oil of Lemon in completely filled, well-stoppered, amber-colored bottles, in a cool place, and protected from light.

**AVERAGE DOSE**—Metric, 0.1 cc.—Apothecaries, 1½ minims.

April, 1935

95

### Hazel-Atlas in Woolworth Building

The Hazel-Atlas Glass Co., Wheeling, W. Va., early this month moved its New York offices to the 26th floor of the Woolworth building at 233 Broadway in that city. More than 5,000 square feet of space are available in the new quarters for offices and sample rooms. In addition to display racks and sample cases, the new office has container volume testing equipment with running water, graduates, scales and other apparatus.

The sample rooms contain a complete showing of the entire Hazel-Atlas line numbering many hundreds of items. An additional service is a telautograph apparatus connecting the office with the Wheeling headquarters. Offices are handsomely decorated and comfortable and convenient both for the staff and the company's many customers, who are extended a cordial invitation to visit and inspect the new quarters.

Decoration and remodeling plans were handled by A. L. Key, designer of the company's New York office. A. F. Brady, vice-president of the Hazel-Atlas Glass Co., is manager of the branch.

### Electric City Box Moves

Electric City Box Co., Inc., Buffalo, N. Y., moved on April 18 from its former address at 200 Oak street to larger and more convenient quarters at 795-805 Woodlawn avenue.



### Theile Back from Trip

Fred C. Theile, president of P. R. Dreyer, Inc., New York, returned from an extensive trip throughout the United States covering over 14,000 miles, and including visits to parts of Mexico and Canada. The trip took ten weeks, three weeks of which were spent on the Pacific coast.

Mr. Theile visited all branch offices of the company all over the country, of which there are 32, and he reports that conditions are considerably better on the Pacific coast, and throughout the South and Southwest there is much more confidence, and as a whole, the trend is undoubtedly upward.

### Pictures of Schimmel's Quarters

We are able to present this month a group of photographs of the quarters of the recently organized Schimmel & Co., Inc., at 601 West 26th street, New York City. The company is now settled in its offices and laboratories which, as the photographs show, are in a fine modern daylight building and have been equipped for the best service of customers and the comfort and convenience of employees and visitors. Shown in the pictures are the general offices, the storage and shipping room and a section of the laboratories. Not shown are the executive offices and a pleasant reception room for visitors, all of which add materially to the comfort and convenience of the Schimmel headquarters. The building is splendidly equipped for this type of business. Manufacturing space is well lighted and shipping is facilitated by railroad sidings directly into the building and by huge truck elevators which permit the loading of motor trucks from platforms on each floor.

Schimmel & Co., Inc. advises that it has just completed arrangements to act as sole selling agents in the United States and to distribute the citrus oils of the well-known firm of Antonio Gallo, Messina. Stocks of lemon, orange and bergamot will be carried here in New York. However, orders will also be accepted for shipment direct from Messina if so specified.

Antonio Gallo is one of the oldest houses in Sicily and is known throughout the world. It is exceedingly jealous of its reputation for reliability built up through the years. Schimmel & Co. has for many years published in its *Annual Report on Essential Oils* the statistics compiled by Antonio Gallo on exports of citrus oils.



## Heine Celebrates Thirtieth Anniversary

On the first of April Heine & Co., New York City, marked the 30th anniversary of the incorporation of the company. In honor of the occasion, Hans Erich Steche, director of Heine & Co., Leipzig and Grob-Riesa, Germany, arrived on the *Bremen* March 28 for a visit with the company. During his stay in the United States, he will be at their New York headquarters.

Heine & Co. was incorporated in 1905 at 14 Platt street, New York, and the company built up an organization which does business all over the United States and Canada. After the death of F. E. Toennies in 1919, the company elected as his successor, Paul Schulze-Berge, Jr., while the other officers of the company are, Fred C. Keidel, vice-president, H. W. Ferguson, secretary, and Theodor Schulze-Berge, treasurer. Mr. Keidel has been with the company ever since it was organized.

Mr. Steche is not unknown to our readers as he has visited the U. S. frequently since 1922. He is connected with Heine & Co., A.G., Leipzig, since his



FRONT ROW, LEFT TO RIGHT: FRED KEIDEL, THEODOR SCHULZE-BERGE, HANS ERICH STECHE, PAUL SCHULZE-BERGE, JR. SECOND ROW, LEFT TO RIGHT: A. L. RITCH, C. E. TOMPKINS, H. W. FERGUSON.

graduation from college in 1912. After serving in all departments of the company, and traveling widely throughout the five continents of the world he is now co-managing director of Heine & Co., A.G., Leipzig, which does a worldwide business. Mr. H. E. Steche is very active in the Leipzig Rotary Club, of which he is one of the founders. As a member of the International Rotary Club, he was received by the New York Rotary Club.

The company which Mr. Steche represents celebrated its 75th anniversary in 1934. It was founded by Dr. Karl Erdmann Heine and Otto Steche, grandfather of Hans Erich Steche. Dr. Heine died in 1888, and from then on the company was controlled by the Steche family. As the company developed, it extended its operations and was awarded its first gold medal at the London Exposition in 1862. Before the World's Fair Exposition in the United States in 1893 it had already been doing business here, but it was not until 1905 that the American company was incorporated.

## Theobald Advanced by Cuyahoga

F. F. Theobald has been appointed secretary-treasurer and general manager of the Cuyahoga Soap Co., Cleveland, O.



F. F. THEOBALD

Mr. Theobald has been connected with the company for 40 years, having started at the age of 16 as a soap salesman. At that time he was the youngest soap salesman in Northern Ohio. He continued as salesman for nearly 18 years, when he was made assistant manager and solicitor in the rendering division. He is very well known to buyers throughout the northern part of Ohio, which he traveled for so many years. Mr. Theobald is excellently equipped by training and experience for the duties of his new position. He resides at Parma Heights, O.

## Mueller Spends Month Abroad

William Mueller, general sales manager of the Commercial Solvents Corp., New York, sailed March 23 on the *Ile de France* for a month's visit abroad.

## Clark, Jr., Takes to Air

Not to be outdone by his father, S. H. Clark, Jr., vice-president of Whittaker, Clark & Daniels, Inc., New York, has become "air-minded". He has just returned from a trip to California, having made through plane trips in both directions. He had quite an experience on the way out, encountering very rough sailing in the severe wind and dust storms just West of Kansas City.



The 'plane made several forced landings, which was quite an experience to Mr. Clark. On the trip back from Chicago to Pittsburgh, they encountered a very severe storm, but were able to escape same by sailing at a height of three miles over this long stretch. Clark, Junior says "nevertheless Dad is right—it is the only way to travel."

## Eugene Muller Here on Visit

Eugene Muller, general manager and director of J. Mero & Boyveau, Grasse, France, arrived on the *Champlain* April 4 for his annual visit to the American trade. Mr. Muller is making his headquarters at Dodge & Olcott Co., New York, and expects to call on the trade in the metropolitan territory and also in the West.

On May 1st Mr. Muller celebrates his 25th anniversary with Messrs. J. Mero & Boyveau and when he takes the boat back to France it will be his fiftieth crossing of the ocean. He hopes to reach the century mark, as it is always a renewed pleasure for him to meet his American business friends.

He is very optimistic as to the situation in general and is convinced that the combined effort of all the European powers will maintain peace for many years to come, with corresponding revival of confidence and business activity all over the world.



EUGENE MULLER

## Young in Larger Quarters

William C. Young, manufacturers' representative, who has been associated with packaging service to the toilet preparations industry for many years, is now located in much larger and more attractive quarters in the Bush Terminal Building at 130 West 42nd street, New York. He advises us that growing business in metal goods, boxes and plastic containers made it necessary for him to seek larger quarters where his lines could be better displayed and his business more efficiently conducted. He extends a cordial invitation to his friends in the trade to visit him in his new quarters.

## Loir a Legion Chevalier

Marcel Loir, director of the house of Lesquendieu, Ivry, France, has been nominated a Chevalier of the Legion of Honor. The honor came to him as a result of his military service, consisting of 19 years of service four of which were during the war. He was wounded and cited for bravery in action. Since his retirement as a captain in the army he has been associated with the perfume industry.

## Roanoke Organizes Subsidiary

The Roanoke Laboratories, Roanoke, Va., has advised us that it has recently organized the Supreme Manufacturing Co., which will handle products going to the retail drug and grocery trade, and a line of cosmetics for department stores. H. G. Crosier has been appointed general sales manager of the new company. The Roanoke Laboratories has opened branch offices at Union, S. C., and has appointed several new sales representatives.

## Metal Package Changes Name

The Metal Package Corp., New York, subsidiary of the McKeesport Tin Plate Co., has changed its name to National Can Company, Inc.

This company, established in 1909, with plants in Brooklyn and New York, later acquired the John Boyle Co., of Baltimore, Md. From this beginning, the organization has steadily extended its business to national proportions, acquiring the Fischer Can Co., of Hamilton, Ohio, and, more recently, the Colonial Can Co. and National Can Co., with plants at Boston, Mass. Production facilities have steadily increased in every plant of the company. Sales offices and plants are located in Baltimore, New York City, Brooklyn, Chicago, Detroit, New Orleans and Kinsale, Va.

National Can Company, Inc., identifies the business of the company, and suggests the national scope of its activities. There is to be no change in the management, and the same policies which have attended the constant growth of the organization will be continued.

## Goldschmidt Corp. to Move

The Th. Goldschmidt Corp., New York, expects to be settled about May 1 in its new quarters in the modern loft building at 147-9 Waverly place, where it will occupy a whole floor. The company plans to manufacture cream and ointment bases in the United States in order to enable it to give better and prompt service to its growing clientele.

## de Hoyos Mayor of Monticello

Luis de Hoyos, secretary and manager of Synfleur Scientific Laboratories, Inc., Monticello, N. Y., was recently elected mayor of that village by the overwhelming vote of about three to one over his opponent. Upon his return from a recent South American trip, an elaborate banquet was given in his honor by the Chamber of Commerce of which he has been president for 16 years and a movement to nominate him for mayor followed.



LUIS DE HOYOS

Mr. de Hoyos has been prominent in Republican party politics for some years. He has been a delegate to Republican National conventions several times, the last time as delegate-at-large. He is the son-in-law of the late

Dr. Alois von Isakovics, founder of Synfleur Scientific Laboratories, who enjoyed an international reputation as a chemist and whose works on essential oils, aromatic chemicals and flavoring materials are standard texts on these subjects.

## Stambler's Brooklyn Representative

Stambler Beauty Products Co., Jamaica, L. I., has advised us of the appointment of Julius Stambler to handle the company's sales in Brooklyn, N. Y., territory.



## New Maine Cosmetic Law

The Maine cosmetic law (Chapter 278 of the Public Laws of 1933), which caused so much difficulty to companies doing business in the state, has been repealed through the enactment of a new law covering the same subject. The new law does away with some of the bad features of the former measure but still restricts business in cosmetics in the state to registered products. The following is a summary of the chief provisions of the act:

It is unlawful to sell, offer for sale, give away, deal in, supply, or apply (in beauty or barber shops or hair-dressing establishments) any cosmetic preparation which has not been registered with the Department of Health and Welfare which is empowered to establish regulations for the enforcement of the law. This means that any business done in cosmetics in the state must be under virtual license excepting transactions in interstate commerce over which the state has no power to act.

Certificates of registration are to be issued by the Department at 50c per individual preparation and may be renewed at the same fee. Holders of registrations under the old law may use their permits until June 30, 1936 when they must be renewed. All registrations are renewable annually on July 1 of each year.

The Department is authorized to refuse registration to any preparation "which in its judgment contain injurious substances in such amounts as to be poisonous, injurious or detrimental to the person" and fees are to go to the Department for enforcement of the act's provisions.

The Department may seize under libel procedure any cosmetic preparations in the state unlawfully, meaning such as have not been registered, and they will be forfeited unless a claimant appears. Products purchased before the effective date of the act, July 1, are exempt from its provisions.

Cosmetic preparations are defined as "tonics, lotions, creams, powders, antiseptics, clays, bleaches, colors, dyes, or other substances used with or without mechanical or electrical apparatus to massage, cleanse, stimulate, manipulate, color, bleach, or otherwise treat, improve or to beautify, the scalp, face, neck, shoulders, busts, arms, arm pits, hands, or to arrange, dress, curl, wave, cleanse, bleach, color or similarly treat the hair of any person, and shall include all shampoo preparations.

"Provided, however, that household and toilet soaps shall not be held to be cosmetic preparations but shall be subject to the provisions of this act if such soaps are represented by the manufacturer or the producer thereof as a preparation for the treatment of disease."

## Nice Chamber Honors Morel

The annual elections of the Chamber of Commerce of Nice were held recently and resulted in the choice of Maurice Prevel as president. Xavier Goby of Tombarel Frères was advanced for this office but declined to serve. He is the dean of the organization. Alphonse Morel of the house of Lautier Fils, was elected treasurer of the Chamber. Mr. Morel is well known in the perfume raw materials industry. He is a Chevalier of the Legion of Honor and a Councillor of Foreign Commerce.

## Fire Destroys Fritzsche Building

A five-alarm fire on the morning of March 28 swept through one of the buildings occupied by Fritzsche Brothers, Inc., New York. The building, which was virtually destroyed, was that at 82-84 Beekman street. The adjoining building at 78-80 Beekman street, also occupied by the company, was scarcely damaged at all.

The fire was more spectacular than actually damaging. Records of the company in fireproof safes were not harmed, nor was the stock of valuable oils and aromatics stored in the stone basements and subbasements damaged. On the day following the fire, temporary space had been secured in an adjoining building, shelves and equipment installed, and the organization, although naturally hampered, was functioning in its usual routine with an astounding degree of efficiency.

Fritzsche Brothers, Inc., advises us that the former quarters will be reconstructed as rapidly as possible with new equipment and every facility for continuing the excellent service which the company has always given its customers. In the meantime, ample facilities are available for serving the trade, and business is being conducted as usual.

## Fritz Koster Here for Six Months

Fritz Koster, son of Louis Koster of Koster Keunen, Aalst, Holland, and Sayville, N. Y., arrived on the *Bremen* March 28 for a six months stay at the Sayville plant. His father is expected to arrive April 23 for a stay of two or three months, and Alphonse Koster, who has been in charge of the Sayville plant, expects to make a vacation trip to Europe, sailing early in May.

The company has increased its capacity at Sayville 100% this Spring. The area covered by the sun bleachery is ten acres, five of which are now filled with 140 banks, each 150 feet long and 5 feet wide, making it the largest sun bleachery in the world.

## Phillip McKim Garrison

Phillip McKim Garrison, secretary of Merck & Co., Inc., Rahway, N. J., died March 20 in St. Luke's Hospital, New York, of anemia after a month's illness. He was 65 years of age and had lived during his entire life in the same house in the Llewellyn Park section of West Orange, N. J.

Mr. Garrison was a son of the late Wendell Phillips Garrison, co-founder of *The Nation* with E. L. Godkin; a grandson of William Lloyd Garrison, famous Abolitionist of Boston; and a nephew of the late Charles McKim of McKim, Mead & White, architects. Following his graduation from Harvard University in 1890 he entered the building business, but left that field to join Merck & Co., Inc., about 25 years ago.

He leaves his wife, Mrs. Marian Knight Garrison; two daughters, Mrs. Joseph Robinson, wife of the British consul at Antwerp, Belgium, and Miss Lydia K. Garrison of Llewellyn Park, and two grandchildren.

## Thaddeus D. Willson

Thaddeus D. Willson, for 53 years associated with the Lehn & Fink Products Co., Bloomfield, N. J., and in recent years purchasing agent of the firm, died March 24 in a New York hospital. He was 73 years old.

## Prince Georges Vasili Matchabelli

Prince Georges Vasili Matchabelli, founder and president of Prince Matchabelli Perfumery Co., Inc., New York, died at his home in that city March 31. He caught a severe cold during an airplane trip from Los Angeles late in March, and pneumonia developed.

Prince Matchabelli was born July 23, 1885, on the ancestral estates of his family, near Tiflis, Georgia. He was educated in the College of Nobles at Tiflis and the Royal Academy at Berlin, where he studied engineering. Until the war and the Russian revolution he was interested in the development of mining properties in his native Georgia and in the Caucasus. When the Russian Empire broke up, Georgia was for a time an independent state and Prince Matchabelli entered its diplomatic service acting as plenipotentiary to Italy from 1918 until 1921 when the Soviet government took over the country. He remained in Rome for two years, coming to America in 1923.

While in college, Prince Matchabelli had been interested in the chemistry of perfumes and had developed perfumes for many of his friends. Shortly after his arrival in America, he turned to his former hobby as a business and organized the company which bears his name. The fame of his perfumes soon won wide recognition and the familiar crown bottle became one of the best known in the American market. Branches of his company were established in Paris and in London, and its products are known throughout the world.

The phenomenal growth of this firm, a saga of success, is largely the result of the organization abilities of Prince Matchabelli who in the last few years surrounded himself with a group of associates trained to manage the company and assist him in the control of the various departments.

An official for the company said, "There will be no let-down in our efforts to continue the wonderful success which this firm has attained. Naturally, we will continue along the lines which the Prince established. Our policies will remain the same. It is our intention to make this business a monument to everything for which Prince Matchabelli stood."

In his death, New York loses a picturesque citizen, for Prince Matchabelli was a naturalized American.

A man of splendid attainments as a scientist and perfumer, the Prince was widely recognized as an expert in this field. He also devoted a goodly share of his ability and position for the assistance of other Russians who had taken refuge here after the fall of the Empire. By them he will be missed even more than by his associates and many friends in the industry.

Funeral services were held at the Russian Orthodox Church of Christ, 121st street and Madison avenue, New York, on April 3, and interment was at Mt. Olivet Cemetery, Maspeth, L. I.



THE LATE  
PRINCE MATCHABELLI

## Raymond S. Perretti

Raymond S. Perretti, of Amami Distributors, Inc., New York, died suddenly at his home in that city April 9. He was 41 years old. Mr. Perretti was exceptionally well known throughout the toilet goods trade, having been associated with Amami for more than 15 years and having a wide circle of friends among buyers as well as in the manufacturing industry. He served with distinction during the war and before as a member of the 71st Regiment, New York National Guard, both on the Mexican border and in France. He had for many years been an active member of The Foragers. He leaves his widow, his mother, two brothers and a sister.

## Dr. George F. Richmond

Dr. George F. Richmond, director of the chemical research department of the Colgate-Palmolive-Peet Co., Jersey City, died March 21 in the Presbyterian Hospital, Newark, of pneumonia. Dr. Richmond had been associated with the company for about fifteen years, prior to which he had been connected with the Antoine Chiris Co. and with Givaudan-Delawanna, Inc.

Services were held from his late home in Nutley, N. J. He leaves his wife.

## Charles Dickey Armstrong

Charles Dickey Armstrong, for 21 years president of the Armstrong Cork Co., Lancaster, Pa., died April 2 at a Pittsburgh hospital after a long illness. He was born 73 years ago in the old city of Allegheny, now part of Pittsburgh, the son of Thomas Morton and

Martha Jane Porter Armstrong. For 55 years he was actively associated with the cork company that bears his family name.

Two months after he had been valedictorian of the 1878 class at Central High School, Pittsburgh, he became a clerk for the Armstrong Cork Co., founded in 1860, of which his father was president. He became vice-president and general manager in 1892 and was named president after his father's death in 1908. In 1929 he was elected chairman of



THE LATE  
CHARLES D. ARMSTRONG

the board, retiring from that office because of his failing health in August, 1931. Mr. Armstrong expanded the company's business from the production of cork stoppers to include virtually every derivative of cork.

He married Miss Gertrude Virginia Ludden of Wilksburg on November 19, 1885. Their children are Mrs. Andrew B. McLary of Windsor, Vt., and C. Dudley Armstrong and Dwight L. Armstrong, both of Lancaster. He also leaves two sisters, Mrs. Grant Dibert and Mrs. Stewart N. Pool, both of Pittsburgh.

Services were held on April 4 at his home in Pittsburgh, with burial at the Homewood Cemetery.

## Chicago News Notes

INVITATIONS have been mailed out to members of the Chicago Perfumery, Soap and Extract Association announcing the informal spring party to be held on Wednesday evening, May 8, at the College Inn in the Sherman hotel. Martin B. Vance, chairman of the entertainment committee, arranged with the chef at the College Inn to start the party with a fine juicy steak dinner.

He also has given the members his personal promise, that the entertainment will not be lacking in gaiety and merriment, as between dancing to a wonderful orchestra and witnessing a selected stage show, every one is assured of a most pleasant evening. Everyone is invited to bring ladies and guests, and the best of it is that the tickets of admission will be only \$2.50.

### Bowey's Opens Eastern Plant

Bowey's, Inc., has opened an Eastern manufacturing plant, which is located in the Lackawanna terminal in Jersey City. Manufacturing efforts will be confined to the new non-settling chocolate product for the first few months, after which operations will be expanded to include the entire line.

### Snyder with Neumann-Buslee

Neumann-Buslee & Wolfe, Inc., advises that H. O. Snyder has joined the sales force. Mr. Snyder is an Illinois University graduate and is a registered pharmaceutical chemist, and was formerly associated with Owl Drug Co. and Century Products in their manufacturing chemical departments.

During the course of the past seven and a half years Mr. Snyder has been connected with the Phoenix Metal Cap Co., and is well acquainted with the trade in the Middle West.

### Drug Association Names Committee

The Chicago Drug and Chemical Association has appointed its standing committees for the ensuing year. Members of these committees are:

Membership: A. G. Schneider, chairman, C. L. Drum, Robert D. Landrum.

Finance: F. J. Heil, chairman, W. C. Ellis, Oliver Mitchell.

Banquet and Entertainment: A. J. Rocca, chairman, Dr. Frank B. Kirby, vice-chairman, C. M. Black, Chris Christensen, J. J. Kassenbrock, L. A. Lanigan, L. H. MacDougall, G. F. Pauley, Robt. H. Riemenschneider, P. A. Rising, E. G. Roberts, H. V. Wallace.

Golf: John A. A. Scott, chairman, William H. Schutte, vice-chairman, J. William Brooks, E. L. Drach, Arthur C. Drury, Joseph A. Gauer, E. Paul Gibney, Robert L. Holland, Walter H. Jelly, D. G. Kitzmiller, William Loewenstein, Clyde C. Marshall, J. Charles O'Brien, Jr., L. C. Shepherd, E. F. Smith, C. R. Spalding.

Welfare: M. F. Charley, chairman, C. E. Carson, Harvey Fox, A. J. Ratz.

## Circulars, Price Lists, etc.

**Harper Method, Inc., Rochester, N. Y.**—"Harper Method Progress," March, 1935.—Numerous articles of definite assistance to the shop owner in merchandising the products and treatments of the Martha Matilda Harper organization are included in this issue.

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**Coronado Mfg. Co., St. Paul, Minn.**

—*New Packages.*—Glass containers for the new packages recently put out by this company were designed by Hazel-Atlas Glass Co., Wheeling, W. Va. The labels are black and silver. The company's sales division reports a 300 per cent increase in sales, attributed largely to new packaging of the line.

\* \* \* \* \*

**Givaudan-Delawanna, Inc., New York.**—"The Givaudanian," March, 1935.—"Essential Oil

Code Boosts Confidence" is the title of a thoughtful editorial by Dr. Eric C. Kunz, executive vice-president of the company, in this issue.

\* \* \* \* \*

**Heine & Co., A. G. Leipzig, Germany.**—*Anniversary Booklet.*—A very handsome booklet has been issued in commemoration of the 75th anniversary of the establishment of Heine & Co. A short history of the company illustrated with pictures of its plant is followed by a comprehensive list of its products, each described briefly. Tables of constants of many aromatic products complete the volume which contains 100 pages. The cover is attractively done in white with gold embossed lettering.

\* \* \* \* \*

**Fritzsche Brothers, Inc., New York.**—*Wholesale Price List, April, 1935.*—Presenting the company's full line of aromatic chemicals, essential oils, flavors, colors and specialties, including the floral products of Parfumeries de Seillans, this catalog gives current price quotations.

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**Merck & Co., Inc., Rahway, N. J.**—"The Merck Report," April, 1935.—Writing on the subject of "New Packages for Old Products," S. W. Burnham tells how the Merck Packaging Laboratory cooperates in the improvement of packages for the company's products and presents examples of re-styled containers.

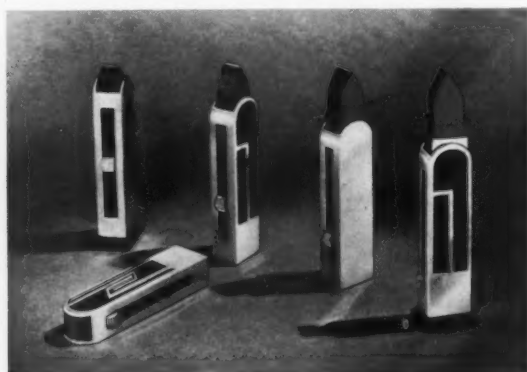
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**Florasynth Laboratories, Inc., New York.**—*Wholesale Price List, March-April, 1935.*—The company's complete line of essential oils, aromatic chemicals, flavoring specialties and miscellaneous materials are listed in this bi-monthly catalogue, together with latest prices.



**F. J. Stokes Machine Co., Philadelphia.**—*"Process News," Vol. I, No. 1.*—In this first issue of its new house organ, the company presents descriptions and illustrations of several of its machines and an extensive discussion of the "Westite" hermetic closure for collapsible tubes.

**Scovill Mfg. Co., Waterbury, Conn.**—*New Roll-Top Lipstick.*—The company has sent us a photograph and sample of its new roll-top lipstick, which has a



special mechanical locking feature. It can be furnished in all combinations of finishes and special stamps. The catch, which clicks the lipstick tightly closed, eliminates all possibility of accidental opening.

**Dodge & Olcott Co., New York.**—*Three Perfume Bases.*—This folder includes three scented cards, each representing a specialty from the company's extensive line of perfume materials.

**Schimmel & Co., Inc., New York.**—*"Annual Reports for 1933."*—The English edition of the Schimmel Reports for 1933 has now been completed and is available either from the company direct or from the offices of this journal. The book follows the style of former editions of this most useful work, reporting not only the findings of the Schimmel technical staff with regard to essential oils and allied products but also digesting literature on the subject gleaned from books and periodicals in all languages. A more complete review of the work will appear in a later issue.

**Committee of the Toilet Goods Industry, New York.**—*"Are Cosmetics a Luxury?"*—The Committee has issued an attractive little booklet discussing this subject and its relationship to the Manufacturers' Excise Tax.

**Albert Albek, Inc., Los Angeles, Calif.**—*"Albek's Inside Facts."*—Through an error in a recent issue we attributed this interesting house organ to the Felton Chemical Co., for which Albert Albek, Inc., is Pacific Coast representative. Mr. Albek has advised us that the publication is issued by his company, and not by Felton.

## Book Review

### British Directory

BRITISH EMPIRE TRADE INDEX, Published by British Dictionaries, Ltd., London. 584 Pages.

This is a classified directory of manufacturing companies in the British Empire. It has been carefully compiled and elaborately indexed. Companies appear under suitable headings as in other classified directories in the first section. The second section is an alphabetical listing of all companies appearing in section one, while the third section is devoted to a list of trade marks and brands, together with the names of their owners. The publishers state that the book is designed to facilitate and expedite commerce. It should be valuable to anyone carrying on any extensive business with the British Empire.

## New Incorporations

Cleveland Soap Manufacturing Co., Cleveland, O., soap; 100 shares of no par value common stock. Incorporators: John H. Bustard, R. Hall and Michael Weil.

Floret Sales Co., Inc., New York, cosmetics; 100 shares of no par value stock. Filed by Irving D. Neustein, 277 Broadway, New York.

Fortune Laboratories, Inc., New York, cosmetics; \$20,000. Filed by B. Robbins, 25 Warren street, New York.

John Frederics Perfumes Corp., New York, cosmetics; 100 shares of no par value stock. Filed by Sylvester & Harris, 521 Fifth avenue, New York.

National Flavoring Specialties, Inc., Dover, Del., flavors, extracts, and colorings; \$10,000. Incorporators: L. A. Spiess, J. B. Luttes, and Harry Albers, Washington, D. C.

Parket Manufacturing Co., Spartanburg, S. C., flavoring extracts; \$2,000. Officers: Donald O. Shuford and J. W. Carson.

Parfums Revillon, Inc., New York, cosmetics; \$10,000. Incorporators: Fred Nichols, 2382 Creston avenue, New York; Bessie Moskowitz, 6309 23rd street, Brooklyn, N. Y.; David Lichtenstein, 255 Eastern parkway, Brooklyn, N. Y. Filed by Maurice Rose, 11 Broadway, New York.

Supreme Laboratories, Inc., New York, cosmetics; 100 shares of no par value stock. Filed by Gladstone, Richter, Cohen & Kirsh, 535 Fifth avenue, New York.

White-House Products, Inc., Brooklyn, N. Y., flavoring extracts; 200 shares of no par value stock. Incorporators: Herman Rothenberg, 135 47th street, Brooklyn, N. Y.; Julian Ruben, 1440 Broadway, New York; Jesse Climenke, 70 Pine street, New York. Filed by Wegman & Climenke, 70 Pine street, New York.

Margie Whittington, Inc., New York, cosmetics; \$10,000. Incorporators: Ruth Rothstein, 1975 Bathgate avenue, New York; Sylvia Levine, 59 Rockaway parkway, Brooklyn, N. Y.; Jeanette Rich, 67 Wall street, New York. Filed by A. Lincoln Epsworth, 67 Wall street, New York.



# Canadian News and Notes

## Cosmetic Taxes Total \$1,561,926

Perfumes and cosmetics have brought the Canadian exchequer \$1,561,926 in special duties since March 22, 1933, it was revealed today by a return tabled in the House of Commons, at Ottawa. The return, tabled by Hon. R. C. Matthews, Minister of National Revenue, in response to a question by Hon. Fernand Rinfret (Lib., St. James-Montreal) said that in addition to the special 10 per cent duty, perfumes and other cosmetics were charged the regular six per cent sales tax. The return showed proceeds of the duty from its inception till the end of last February.

## Urge Druggists to Protest Excise Tax

Retail druggists throughout Canada have been urged to petition for relief from the 10 per cent excise tax on toiletries in a letter sent out by the Association of Canadian Perfumers and Manufacturers of Toilet Goods. The statement points out that, with the 6 per cent sales tax, the industry is bearing a 16 per cent tax burden, while the excise tax alone is furnishing double the amount of revenue the government originally anticipated from this source.

## Druggists Change Convention Date

Announcement has been made by the Ottawa Retail Druggists' Association of a change in the date of the coming Ontario Retail Druggist Association convention to be held at Ottawa. The new dates selected are June 17, 18 and 19, instead of July 2, 3 and 4 as previously announced. The change has been made largely due to requests from druggists in the Toronto district. T. T. Beattie of Ottawa is the secretary-treasurer of the convention committee. Later announcement will give further advance information of the coming convention which, it is believed, will be one of the most important in the association's history.

It is expected that the 1935 convention will surpass any convention previously held. On the general committee have been appointed the following: S. J. Stevenson, E. H. Hosterman, R. S. Harrison, R. M. Perkins, F. W. Day, Miss L. Gibson, Mrs. S. J. Stevenson, D. J. Corkery, F. Astley, H. Armstrong, L. Cohen, W. E. Barrett, E. J. Durocher, R. B. Howe, E. A. Powell, A. H. Sterling, J. N. Harmer, D. E. Ranger, J. H. Leech, M. Swerdfager, D. J. Godwin, E. M. Ahearn, W. R. Low, J. S. Brown, W. Blair, N. W. Campbell, T. T. Beattie.

## Scott Heads Vancouver Druggists

A. W. Scott, manager of the wholesale department of Cunningham Drug Stores was re-elected president of the Vancouver Druggists' and Travellers' Golf Club at the annual meeting held here. The vice-president is Barney Quinn and secretary-treasurer, H. L. Fee. All three men are well known executives and keen golfers who have recorded excellent scores during the past seasons.

## Perfumers' Convention Plans Progress

Plans are rapidly taking shape for the two day convention of the Association of Canadian Perfumers and Manufacturers of Toilet Articles to be held June 3 and 4 at Lucerne, Que. Heading the committee on entertainment and arrangements is Thomas Haugland, a past



THOMAS HAUGLAND

president of the association whose work along these lines is too well known to require comment. H. Rose is his assistant on the committee. George L. Ringel of Fritzsche Brothers, Inc., heads the golf committee and is assisted by Stan. Beardmore. E. C. Barton of Compagnie Parento, Ltd., heads the tennis committee with Alvin E. Smith of George Silver Import Co., to aid him.

Transportation is in the competent hands of Gene Darr and Alex Burns. Mrs. Carr, Mrs. Haugland and Mrs. Creighton are arranging the ladies' entertainment. Walter Campbell and Ted Reed are handling registration while prizes are being arranged for by George Kaestner and Fred Hodder. A surprise committee, (whatever that may be) is headed by Charlie Stevens, and publicity is in the hands of Jack Deegan.

It is expected that fully last year's attendance will be present including more than the usual quota from the United States, there being no unfortunate conflict of dates this year.

## Rexall Dance Well Attended

Picture, if you can, the spacious Banquet Hall in the Royal York hotel set up in cabaret style, and in the centre Stanley St. John and his masters of rhythm. Tables for six, twelve and eighteen, filled with happy Rexallites and their guests. The constant surge in and out of this beautiful room and the beautiful voice of one of Toronto's outstanding radio singers, supper time, and at a Rexall dance that expresses a splendid mid-night supper, beautifully served. Lucky number dances, spot dances, mystery dance, very many of them. 55 prizes in all were won by the lucky Rexallites and their guests. The charming new Miss Forget-Me-Not and her assisting pages, Miss Jasmine and Miss Gardenia, pinned a lovely little Forget-Me-Not on each guest, and assisted in drawing the lucky numbers.

Such is a brief description of the Rexall Dance, which was held at the Royal York hotel in Toronto on the evening of March 22. Almost 400 were at the party and dancing continued to two-thirty a.m., after which many of the guests still continued their happy friendship in the magnificent rooms of the Royal York. It was an evening long to be remembered, and there were many pleasant expressions of a happy time together.

## Tariff Change on Toilet Articles

Revision and simplification of tariff duties on toilet articles formed one part of the annual changes in the budget by the Canadian Minister of Finance this year. The paragraph applying to these items, which were previously covered by a wide range of rates, now reads as follows:

362b—Toilet articles of all kinds, including atomizers, brushes, buffers, button hooks, combs, cuticle knives, hair receivers, hand mirrors, jewel boxes, manicure scissors, nail files, perfume bottles, puff jars, shoe horns, trays and tweezers, of which the manufactured component material of chief value is sterling silver—British preference, 17½ per cent; intermediate, 37½ per cent; general, 45 per cent.

## Cheetham Joins Woodbury Company

W. F. Cheetham, well known in the drug trade, has been placed in charge of grocery store sales by John H. Woodbury, Ltd. Mr. Cheetham was formerly a member of the Quebec Drug Salesmen's Association before coming to Perth.

## Burns Now With Rubinstein

Stan. G. Burns has joined the sales staff of the Helena Rubinstein Co. of Canada, Toronto. Mr. Burns was at one time senior manager of the Liggett stores in London, Ontario, and is a graduate of the Ontario College of Pharmacy.

## Dare Joins Colgate Branch

Leonard V. Dare, well known Regina druggist, has joined the Colgate-Palmolive-Peet Co., and has taken up residence in Saskatoon. He was for two years in charge of Champlain Drugs, Ltd.

## Evans Recovering from Illness

The many friends of Frank Evans, manager of the Toronto Pharmacal Co., have been sorry to know that he has been confined to his home through illness with the prospect that he will be away from his office for six or eight weeks. In his absence, Cecil Agnew is carrying on in charge.

## Olstead Donates Attendance Prize

E. Olstead, Manager of the Lâvoris Chemical Co., Toronto, is donating an attendance prize for the next meeting of the Travelling Men's Auxiliary being held on April 13. Mr. Olstead is a past president of the Auxiliary and one of its most enthusiastic supporters.

## United Drug Girls Give Bridge

The girls of the United Drug Co. and Louis K. Liggett Co. held their annual charity bridge party at the Royal York hotel recently. About nine hundred were present. First prize at each table was an attractive blue and silver box of "Forget-me-not" face powder and consolation prize was a beautiful bottle of "Forget-me-not" perfume.

## Ottawa Druggists Oppose Price Cutting

At the annual meeting of the Ottawa Retail Druggists Association at Ottawa, Ont., decision was made to stand against price cutting. Following was the resolution passed:

"We, the Ottawa druggists, assembled at our annual meeting are of the opinion that we are opposed to selling goods as loss leaders and will adopt a policy of adding to the cost of all goods a living profit that is justifiable and will do all in our power to include all merchants handling like products."

It is quite evident that an active campaign is growing against price cutting, judging from reports received from various parts of Canada. At numerous retailers' conventions held last year, a start was made in this direction.

## Students Visit Lever Plant

Recently Senior Pharmacy students of Toronto had the opportunity of visiting Lever Brothers, manufacturers of soaps, to observe in detail modern methods of manufacture of many of the company's well known products. The students were shown through the building and the operations in each section were explained thoroughly.

The processes of the manufacture of crude soap, slicing, rolling, shipping, liquefying, etc., were all found very interesting by the students. At the end of the tour each student was presented with a box of shaving cream and soap.

## John W. D. Chote

John W. D. Chote, forty-five years old, Canadian representative of D'Orsay Perfumers, Inc., was found dead in his room at the King Edward hotel, Toronto, by a bell-boy who climbed through the transom. An autopsy did not disclose the cause of death. Mr. Chote had complained of heart trouble, it was learned. Prior to his connection with D'Orsay Perfumers, Inc., Mr. Chote was associated with the Drug Trading Co., Toronto.

## Wicklum in Toronto for Stearns

L. E. Wicklum has been placed in charge of Toronto selling district for Frederick Stearns & Co. and for the Nyal Co. of Canada. Before coming to Toronto, Mr. Wicklum was, for several years, a representative of the two companies in Western Ontario with headquarters in London.

## A Word from Australia

*The Australian-Overseas Trading Co., Sydney, Australia*

We would take this opportunity of offering our congratulations on the extremely high quality of your publication and the authoritative information contained therein. This has proved of great assistance to us, as we are importers and distributors of perfumery and toilet products. We are extremely interested in any new products appearing on the market, and have found this section of your publication of great use.

## Modernizing the Plant

(Continued from Page 81)

containers less liable to topple or be knocked over. It provides more time for the label gum to dry, which minimizes skinning of the labels on packing. It makes the removal into containers or into packing cases much easier for when the belt is cleared as far up as the packer can reach a longer time elapses until the packages again reach the end of the belt. This extra time allows the packer to perform other operations. This same goes for any other hand operations such as cartoning, setting up of boxes, etc. The speed of the belt has no bearing on the rate of production as it is the rate at which the containers are placed on the belt from washer, filler, labeler or capper as the case may be, that determines this.

In a number of cases, containers are stood up or laid on their side to designate that a given operation has been performed on them so that it is not duplicated. Generally speaking, a container on its side is more difficult to pick up and handle than one standing upright, so a simpler and more satisfactory procedure is to put one or more stripes on the belt. Thus, different lanes indicate different operations have been performed or remain to be performed on the containers moving along.

Since conveyors are quite low in height, the space above them can often be utilized by building shelves over the conveyors or suspending swinging shelves from the ceiling. There individual cartons, labels, display containers and even corrugated shipping containers may be stored. Before suspending swinging shelves from the ceiling, it is well to ascertain if they are tolerated by the Fire Underwriters in any given location.

Mr. Auch's important discussion of plant modernization will be continued in the June issue of THE AMERICAN PERFUMER.

## To the Past — for Progress

(Continued from Page 66)

called "liners" in show business are an essential part of theatrical make-up tools. They can be dipped and daubed in any paint or rouge, no matter what color, and used very much as an artist handles his brush. With them a new outline of lips can be drawn and filled in, the shape of the eyes changed, etc. While theatrical make-up as a whole is utterly unsuited to the street and home there is much to be learned from it and the little "liner" pencils are one of the most important bits private-life makeup should borrow from the footlights. No present day lipstick can accurately and clearly redraw lips for it is sure to run over or under somewhere, due to the large diameter of the point. Also, eyebrow pencils if used to accent the line along the lower lashes either smudges a too thick line or leaves no mark at all because the pencil is too dry. Whereas a liner dipped in brown paste of the consistency of very dry cream rouge does the job perfectly and substitutes kohl which is almost impossible to purchase here in America.

11—Here are two more kohl tubes of Faience, XVIII Dynasty; and with the emphasis on eye makeup growing stronger all the while we may again be wielding kohl with the same persistence that the Egyptians em-

## Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the importance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Ave., New York.

### TRADE MARKS UNDER UNFAIR COMPETITION ACT OF 1932

Design for a box with four feet and a label on one side to hold a perfume bottle. Coty, S. A., 23 place Vendôme, Paris, France.

Design for a carton with a dark green background on two sides and on the two ends and with a greenish gray background on the other two sides, with a narrow red border around each of the four sides and with labels in English and French. Dandruff remover shampoo. F. W. Fitch Co., Ltd., Toronto, Ont.

"Hanton." Skin preparation. Louis D. Huntoon, trading under the name of the Hanton Co., Pleasantville, N. Y.

"Delv." Facial creams. Primrose House Laboratories, Inc., New York.

"Petal-Tone," "Life O' The Party." Toilet preparations. Palmers, Ltd., Montreal, Que.

"Lavelle," "Pippin." Washing and cleaning compounds. Frank L. Racey, doing business as the Canadian Research Laboratories, Montreal, Que.

"Présence." Toilet preparations. Parfumerie Houbigant, S. A., 19 rue du Faubourg Saint-Honoré, Paris, France.

"Ziradol." Dentifrices. Bristol-Myers Co., New York.

"Fyco." Cleaning compounds. Fyon & Fyon, Ltd., Montreal, Que.

Design for a label of keystone shape with printed matter. Shampoo and hair tonic. Martin C. Schwab, Chicago, Ill.

### Patents

348,617, 348,809. Applicator cap; closure cap, respectively. Anchor Cap & Closure Corp., Long Island City, N. Y.

349,095. Tooth powder. George Kerr Thomson, Halifax, N. S.

### Designs

Design for a jar, the dominant features of which are a plurality of circumferentially spaced vertical ribs, a plurality of circumferential ribs on a bottle. Capstan Glass Co., Connellsville, Pa.

Design for a vanity case, having chased embellishments extending around the case together with covers which are slightly dished. Illinois Watch Case Co., Elgin, Ill.

ployed. While we are constantly making improvements in our toilet goods formulas and methods of manufacture I wonder if we sometimes ignore or discard methods and ideas of earlier generations simply because we think that anything done in 1935 automatically must be better than anything done any time prior to 1935? Perhaps a program of withheld judgment might be adopted by which these old systems, forms, ideas, would be studied, tested and given an opportunity to perform before they are so casually discarded. Frequently we will find them inferior in toto to present day methods. But just as frequently we will find some phase of their basic idea adaptable and practical. Only by test and experiment with them do these points come to light. Rediscoveries are so much more common than really new discoveries that a little research in the sands of Egypt will unearth valuable packaging possibilities for many manufacturers.

# Patent and Trade Mark Department

Conducted by HOWARD S. NEIMAN

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks, designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four co-ordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed those whose numbers are preceded by the letter "M" have been granted registrations under the Act of March 19, 1920. The remainder

are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D." International trade marks granted registration are designated by letter "G."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK DEPARTMENT  
Perfumer Publishing Co., 432 Fourth Avenue  
New York City

## Trade Mark Registration Applied for (Act of Feb. 20, 1905)

*These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.*

338,150.—"Lip Tone." Joubert Cie., Inc., assignor to Blue Waltz, Inc., both of New York. (Aug. 2, 1932.)—Perfumes.

340,755.—"Simplex." Simplex Products Co., Inc., Newark, N. J. (June 25, 1930.)—Toilet preparations.

345,382.—"Charmant." Robert G. Eberhard, assignor to the Kanard Co., Inc., both of New York. (Nov., 1930.)—Perfumed antiseptic powder.

346,633.—"Ensemble." Ensemble Manufacturing Co., Washington, D. C. (July 13, 1927.)—Toilet soap.

352,647.—"Aro." Ralph Sachs, doing business as Sachs Manufacturing Co., Pittsburgh, Pa. (May 1, 1931.)—Shampoo.

353,349.—"Dainty Lady." Elna D. Openshaw, doing business as Anna Lee Laboratories, Los Angeles, Cal. (Aug. 20, 1933.)—Toilet preparations.

355,084.—"Kalvicide." Isabel Mezquida, San Juan, Porto Rico. (July, 1933.)—Hair preparations.

355,113, 355,114.—"Grenadier," "Royal Guard," respectively. Parfumerie St. Denis, New York. (July 12, 1934; July 7, 1934, respectively.)—Toilet preparations.

355,329.—See illustration. Edmond Soussa, Paris, France. (May 11, 1934.)—Hair preparations.

357,352.—See illustration. Savage, Inc., assignor to Tattoo, Inc., both of Chicago, Ill. (Sept. 7, 1933.)—Lipsticks, rouge and face powder.

358,119.—"Benaco." Berg & Nathan Co., Chicago, Ill. (Oct. 1, 1934.)—Toilet preparations.

358,163.—"Sprout." Superior Products, Inc., Louisville, Ky. (Oct. 1, 1934.)—Hair preparation.

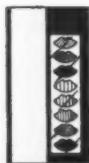
358,339.—"Speed-Kleen." Speed-Kleen Manufacturing Co., Seaford, N. Y., assignor to Thomas Buday, doing business as the Speed-Kleen Manufacturing Co., New York. (May 1, 1934.)—Paste soap.

358,390.—"Goal." Simon Bros. Co., Inc., Madison, Wis. (Oct. 15, 1926.)—Vanilla extract.

358,530.—"Zel-Ray." Seligman & Latz, New York. (Oct. 4, 1934.)—Lotions and cosmetics for massages.

358,942.—"Ye Olde English Lavender." Nostane Products Corp.,

## Patents and Trade Marks



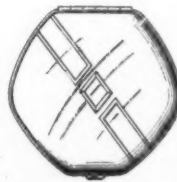
D 94,875



D 94,881



D 94,900



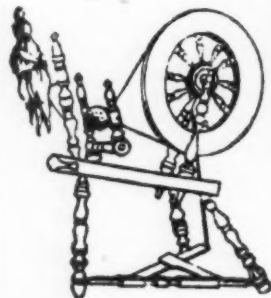
D 94,927



357,352



355,329



360,566



360,613



359,518



doing business as Ye Olde Co., Brooklyn, N. Y. (Oct. 10, 1933.)—Shaving cream.

359,157.—"La Minaudière." Van Cleef & Arpels, Paris, France. (Jan., 1934.)—Vanity cases.

359,236.—"ExGray." Alfonso Orzo, doing business as the Gloria Manufacturing Co., New York. (Sept., 1934.)—Hair dye.

359,360.—"Frag-rinse." Lee, Alexander & Shedd, New York. (Apr. 4, 1933.)—Perfumed composition for use in laundering.

359,457.—"Floral Mouthwash." Lillian H. Brownback, doing business as the Qui Sait Co., New York. (June 1, 1934.)—Mouth washes.

359,495.—"Altco." Alter & Co., Inc., doing business as the Altco Products Co., New York. (1930.)—Bay rum, witch hazel, dental cream.

359,518.—See illustration. Norsec Co., Jersey City, N. J. (Nov. 9, 1934.)—Tooth paste.

359,529.—"Fal-lal." Yardley & Co., Ltd., London, England. (Sept., 1934.)—Toilet preparations.

359,769.—"Beeman's." George W. Beeman, Detroit, Mich. (Dec. 15, 1934.)—Toilet preparations.

359,791.—"The Chic Ladies—Lady Put-On, Lady Put-Off." Fort Orange Chemical Co., Inc., Albany, N. Y. (Dec. 10, 1934.)—Nail polish and nail polish remover.

359,822.—"Bethesda Miracle." V & B Laboratories, Providence, R. I. (Dec. 6, 1934.)—Lotion.

359,923.—"Tempo." Ella L. Moseley, Los Angeles, Cal. (Dec. 1, 1934.)—Lipstick and rouge.

359,990.—"Cosol." Lewis G. Freeman, doing business as the Cosol Co., Buffalo, N. Y. (Dec. 26, 1934.)—Mouth wash.

360,080.—"3" Necessities." The Scholl Manufacturing Co., Inc., New York and Chicago, Ill. (1917.)—Foot preparations.

360,083.—"Spra-Flox." The Sherwin-Williams Co., Cleveland, O. (Dec. 7, 1934.)—Soap.

360,173.—"Fleshlike." Heirloom Products Co., Pittsburgh, Pa. (June 15, 1934.)—Depilatory compound.

360,229.—"Quest." Kotex Co., Chicago, Ill. (Jan. 4, 1935.)—Deodorant.

360,289.—"K.X." The Nestle-LeMur Co., New York. (Jan. 9, 1935.)—Permanent hair waving compound.

360,298.—"Vince." Vince Laboratories, Inc., New York. (Sept. 27, 1934.)—Mouth wash and dentifrice.

360,316.—"Micronized." International Pulverizing Corp., Camden, N. J. (Jan. 9, 1935.)—Powders, creams, lipsticks and compact fillers.

360,363.—"Shaddo." Marion Lambert, Inc., St. Louis, Mo. (Jan. 7, 1935.)—Nail polish.

360,505.—"Sylvaglo." Sylvia of Hollywood, New York. (Jan. 5, 1935.)—Skin preparation.

360,526, 360,527.—"A," "AA," respectively. Continental Can Co., Inc., New York. (Nov. 16, 1934.)—Metal cans.

360,566.—See illustration. James McCutcheon & Co., New York. (May 1, 1866.)—Compacts.

360,613.—See illustration. Aluminum Co. of America, Pittsburgh, Pa. (May 1, 1930.)—Collapsible tubes.

360,623.—"Sanovan." Cosmos Chemical Corp., New York. (Jan. 12, 1935.)—Deodorants.

360,686.—"Tar-O-Flakes." The Sherwin-Williams Co., Cleveland, O. (Jan. 5, 1935.)—Soap.

360,728.—"Vin de Toilette (Toilet Wine)." Jean Patou, Inc., New York. (Jan. 19, 1935.)—Eau de Cologne.

360,730.—"Initiation." Roger & Gallet, New York. (Jan. 4, 1935.)—Toilet preparations.

360,808.—"Velv-Charm." Superior Products Co., doing business as the S-P Laboratories, Dallas, Tex. (Dec. 5, 1934.)—Skin lotion.

360,814.—"Starlash." James L. Younghusband, Chicago, Ill. (Jan. 14, 1934.)—Eyelash and eyebrow mascara.

360,829.—"Cascade." John J. Peters, doing business as the Cascade Hair Restorative Co., Bakersfield, Cal. (Dec. 5, 1934.)—Hair restorer.

360,881.—"Del-E-Rae." Dand-Er-O Laboratories, Cleveland, O. (1925.)—Hair preparation.

360,902, 360,903.—"Mitcham." Potter & Moore, Ltd., London, England. (1888.)—Soap and shaving soap; toilet preparations, respectively.

361,007.—"Faith-tho-lene." Ethel P. Frierson, Columbia, S. C. (Aug. 10, 1934.)—Hair preparation.

361,065.—"Actoglan." Soap Products, Ltd., Long Island City, N. Y. (Nov. 1, 1933.)—Hair preparation.

361,107.—"Hydit." National Licorice Co., Brooklyn, N. Y. (Jan. 7, 1935.)—Preparation for destroying bad breath.

361,168.—"Ardentum." General Dental Goods Co., doing business as General Dental Goods, Inc., Worcester, Mass. (Feb. 13, 1930.)—Denture cleanser.

361,175.—"Mignon's Bokay." Los Angeles Soap Co., Los Angeles, Cal. (Dec. 29, 1934.)—Beauty soap.

361,219.—"Cavalcade." Salient Flavoring Corp., New York. (Oct. 1, 1934.)—Sirups and extracts.

## Trade Mark Registration Granted (Act of March 19, 1920)

*These registrations are not subject to opposition:*

M322,634.—"Clearsite." Hygienic Tube & Container Co., Newark, N. J. (Feb. 2, 1934. Serial No. 356,841.)—Collapsible tubes, bottles for cream.

M322,635.—"Sirignano's." Louis Sirignano, West New Brighton, N. Y. (Jan., 1933. Serial No. 357,357.)—Hair tonic.

M323,411.—"du Chaines." Fleetwood E. Schunk, doing business as du Chaines Laboratories, Menomonee Falls, Wis. (Jan. 5, 1934. Serial No. 348,411.)—Brushless shaving cream.

## Patents Granted

1,994,074. Lipstick holder. William G. Kendall, Newark, N. J., assignor to Parfumerie Rigaud, Inc., New York.

1,994,257. Receptacle with leakageproof closure. Robert Sorgan, Jersey City, N. J.

1,994,368. Bottle stopper. John J. Noll, assignor to the Hazel-Atlas Glass Co., both of Wheeling, W. Va.

1,994,623. Powder dispensing can. Clauss B. Strauch, New York.

1,994,890. Applicator. Edward E. Kallenbach, assignor to Richard Hudnut, Inc., New York.

1,995,023. Tooth paste dispenser. Elbert E. Chandler, Los Angeles, Cal.

1,995,240. Perfumes, cosmetics, perfumed soaps, essences and analogous preparations. John William Blagden, Ilford, England.

1,995,372. Automatically closing receptacle. C. M. Dwight Wood, Howell, Mich.

1,995,373. Bottling and capping device. Spencer J. Woodworth, Detroit, Mich.

1,995,733. Applicator. Marshall T. Brekke, Scarsdale, N. Y., assignor to the Northam Warren Corp., New York.

1,995,967. Cover for collapsible tubes. Roger Lucien Demers, St. Jacques, N. B., assignor of one-half to Martin Theriault, Edmundston, N. B.

1,995,990. Metal container. Alfred L. Kronquest, Syracuse, N. Y., assignor to the Continental Can Co., New York.

1,996,156. Dispensing apparatus. Oscar Janssen, St. Louis, Mo.

1,996,284. Outlet control means for collapsible material holding tubes. Joy D. Dunning, Cherokee, Ia.

1,996,292. Container closure. Earle Atherton Harding, Niagara Falls, N. Y., and William Ross, Lewiston, N. Y., assignors to E. I. du Pont de Nemours & Co., Inc., Wilmington, Del.

1,996,493. Closure. Louis Schumacher, Brooklyn, N. Y.

1,997,116. Closure for collapsible tubes. Clarence C. Nielsen, Milwaukee, Wis.

1,997,202, 1,997,203. Closure structure for containers. John W. Shera, assignor to the American Flange & Manufacturing Co., both of Chicago, Ill.

1,997,351. Bottle capping machine. Olof N. Tevander, assignor to the Standard Cap & Seal Corp., Chicago, Ill.

1,997,474. Reenforced soap cake. John Stone, San Diego, Cal.

## Designs Patented

94,875. Design for a lipstick sampler. Robert T. Christy, New York.

94,881. Design for a combined bottle and stopper. Paul H. Ganz, New York.

94,900. Design for a vanity case. Ellison S. Irelan, assignor to the Illinois Watch Case Co., both of Elgin, Ill.

94,927. Design for a vanity case. Theodore Sundin, New York, assignor to the Sagamor Metal Goods Corp., Long Island City, N. Y.

## Patents Reissued

19,516. Nonrefillable device. James P. Burke, Knoxville, Tenn., assignor, by mesne assignments, to Colt's Patent Fire Arms Manufacturing Co., Hartford, Conn.

19,520. Bottle closure and liquid dropper. Tunis J. Dykema, Pittsburgh, Pa.

# Prices in the New York Market

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

## ESSENTIAL OILS

Almond Bit., per lb.	\$2.20@	\$2.40
S. P. A. ....	2.50@	2.75
Sweet True .....	.58@	.65
Apricot Kernel ..	.28@	.32
Amber, crude .....	.24@	.30
rectified .....	.50@	.60
Ambrette, oz. ....	46.00@	
Amyris balsamifera.	3.00@	3.25
Angelica root .....	50.00@	60.00
seed .....	65.00@	80.00
Anise, U. S. P. ....	.46@	.52
Araucaria .....	1.75@	1.85
Aspic (spike) Span.	1.35@	
French .....	1.55@	
Balsam, Peru .....	5.75@	6.25
Balsam, Tolu, oz. ....	4.25@	
Basil .....	2.35@	
Bay .....	1.65@	2.00
Bergamot .....	1.65@	2.00
Birch, sweet N. C. ....	1.50@	1.75
Penn. and Conn. ....	2.15@	3.00
Birchtar, crude .....	.15@	
Birchtar, rectified..	.75@	
Bois de Rose .....	1.40@	3.00
Cade, U. S. P. ....	.30@	.33
Cajeput .....	.55@	
Calamus .....	3.50@	
Camphor "white" ..	.26@	.30
Cananga, Java native	2.80@	3.25
rectified .....	3.15@	3.50
Caraway .....	2.00@	
Cardamon, Ceylon. ....	14.00@	25.00
Cascarilla .....	60.00@	
Cassia, 80@85 p.c. ....	1.15@	
rectified, U. S. P. ....	1.55@	1.75
Cedar leaf .....	.55@	.60
Cedar wood .....	.28@	.32
Cedrat .....	4.15@	
Celery .....	15.00@	
Chamomile ... (oz.) ..	3.00@	7.00
Cherry laurel .....	12.00@	
Cinnamon, Ceylon. ....	12.00@	20.00
Cinnamon, Leaf .....	2.25@	
Citronella, Ceylon. ....	.35@	.40
Java .....	.35@	.40
Cloves Zanzibar .....	.90@	1.00
Cognac .....	18.00@	21.00
Copaiba .....	.57@	.62
Coriander .....	3.60@	
Croton .....	1.50@	1.70
Cubebs .....	3.00@	
Cumin .....	9.00@	
Curacao peels .....	5.25@	
Curcuma .....	3.00@	
Cypress .....	12.00@	
Dillseed .....	3.60@	4.25
Elemi .....	1.45@	
Erigeron .....	1.50@	1.60
Estragon .....	38.00@	
Eucalyptus .....	.32@	.40
Fennel, Sweet .....	1.25@	1.45
Galbanum .....	26.00@	
Galangal .....	24.00@	
Geranium, Rose .....		
Algerian .....	5.15@	7.50
Bourbon .....	5.00@	6.00
Spanish .....	16.00@	
Turkish .....	2.10@	2.25
Ginger .....	3.40@	3.75
Gingergrass .....	3.25@	4.10
Grape Fruit .....	3.00@	
Conc. ....	24.00@	

Guaiac (Wood) ...	2.35@	
Hemlock .....	.65@	
Hops .....	9.00@	
Horsemint .....	2.85@	
Hyssop .....	40.00@	
Juniper Berries ...	1.50@	1.65
Juniper Wood .....	.60@	.62
Laurel .....	15.00@	
Lavender, English..	32.00@	
French .....	3.25@	7.50
Lemon, Italian .....	1.35@	1.75
Calif. ....	.80@	.95
Lemongrass .....	1.20@	1.45
Limes, distilled ....	6.25@	7.25
expressed .....	11.00@	12.00
Linaloe .....	1.60@	1.85
Lovage .....	35.00@	
Mace, distilled ....	1.50@	
Mandarin .....	4.75@	7.50
Marjoram .....	6.25@	
Melissa .....	5.00@	
Mirbane (see Nitrobenzol)		
Mustard, Genuine....	8.50@	10.00
artificial .....	2.15@	2.40
Myrrh .....	10.00@	
Myrtle .....	4.00@	
Neroli, Bigarde, p. ....	55.00@	125.00
Petale, extra .....	70.00@	150.00
Niaouli .....	3.45@	
Nutmeg .....	1.50@	
Olibanum .....	6.50@	
Orange, bitter .....	2.00@	
sweet, W. Indian. ....	1.95@	2.05
Italian .....	2.05@	2.65
Spanish .....	2.80@	3.00
Calif. exp. ....	2.35@	
dict. ....	.75@	
Origanum, Spanish. ....	.85@	1.00
Orris root, con (oz.) ..	4.00@	5.00
Orris root, abs. (oz.) ..	35.00@	50.00
Orris Liquid .....	18.00@	25.00
Parsley .....	6.50@	
Patchouli .....	3.00@	3.25
Pennyroyal Amer. ....	2.15@	2.40
French .....	1.55@	1.65
Pepper, black .....	6.00@	6.50
Peppermint, natural ..	3.00@	
Redistilled .....	3.25@	3.75
Petitgrain .....	1.10@	1.35
French .....	2.35@	2.50
Pimento .....	1.45@	2.25
Pine cones .....	3.00@	
Pine needles, Siberia ..	.90@	1.20
Pinus Sylvestris ...	2.00@	2.15
Pumilionis .....	2.20@	
Rhodium, Imitation. ....	2.00@	4.50
Rose, Bulgaria (oz.) ..	6.00@	12.00
Rosemary, French. ....	.40@	.50
Spanish .....	.36@	.40
Rue .....	2.50@	
Sage .....	2.15@	
Sage, Clary .....	30.00@	
Sandalwood, East .....		
India .....	5.50@	6.00
Australia .....	5.75@	
Sassafras, natural. ....	.85@	.90
artificial .....	.48@	.55
Savin, French .....	1.85@	2.00
Spearmint .....	1.95@	2.15
Snake root .....	15.00@	
Spruce .....	.65@	
Styrax .....	7.00@	
Tansy .....	2.20@	2.35

Thyme, red .....	.63@	.80
White .....	1.50@	
Valerian .....	10.50@	
Verbena .....	3.75@	7.00
Vetivert, Bourbon..	15.00@	
Java .....	15.00@	25.00
East Indian .....	30.00@	
Wine, heavy .....	1.40@	
Wintergreen, S'thern	3.00@	
Penn. & Conn. ....	5.00@	8.00
Wormseed .....	2.15@	2.50
Wormwood .....	3.00@	3.35
Ylang-Ylang, Manila	29.00@	35.00
Bourbon .....	5.00@	8.00

## TERPENELESS OILS

Bay .....	4.00@	
Bergamot .....	6.00@	
Clove .....	4.00@	5.00
Coriander .....	20.00@	
Geranium .....	8.00@	12.50
Grapefruit .....	45.00@	
Sesquiter'less ....	85.00@	
Lavender .....	7.00@	8.50
Lemon .....	8.00@	14.50
Lime, ex. ....	50.00@	
Orange, sweet .....	78.00@	90.00
bitter .....	90.00@	115.00
Petitgrain .....	4.00@	
Rosemary .....	2.50@	
Sage, Clary .....	90.00@	
Vetivert, Java .....	35.00@	
Ylang-Ylang .....	28.00@	35.00

## OLEO-RESINS

Benzoin .....	2.50@	5.00
Capsicum, U. S. P. ....		
VIII .....	2.65@	3.00
Alcoholic .....	3.00@	
Cubeb .....	3.25@	
Ginger, U.S.P. VIII	2.00@	
Alcoholic .....	3.25@	
Malefern .....	1.45@	1.60
Oak Moss .....	6.00@	15.00
Olibanum .....	3.25@	
Orris .....	17.00@	28.00
Patchouli .....	16.50@	18.00
Pepper, black .....	4.00@	4.60
Sandalwood .....	16.00@	
Vanilla .....	5.00@	7.50

## DERIVATIVES AND CHEMICALS

Acetaldehyde 50% ..	2.00@	
Acetophenone .....	2.00@	3.00
Acetyl iso-eugenol..	9.00@	
Alcohol C 8 .....	14.00@	20.00
C 9 .....	26.00@	40.00
C 10 .....	18.00@	30.00
C 11 .....	30.00@	40.00
C 12 .....	14.00@	25.00
Aldehyde C 8 .....	28.00@	
C 9 .....	45.00@	70.00
C 10 .....	30.00@	60.00
C 11 .....	35.00@	50.00
C 12 .....	32.00@	60.00
C 14 (so-called) ..	15.00@	35.00
C 16 (so-called) ..	17.50@	30.00
Amyl Acetate .....	.85@	1.00
Amyl Butyrate ....	1.00@	1.25
Amyl Cinnamate ....	2.50@	
Amyl Cinnamic Alde-		
hyde .....	3.90@	4.00
Amyl Formate ....	1.60@	1.90

Amyl Phenyl Acetate	3.60@	4.00
Amyl Salicylate	.75@	
Amyl Valerate	2.40@	
Anethol	1.15@	1.25
Anisic Aldehyde	3.35@	
Benzaldehyde, U.S.P.	1.45@	
F. F. C.	1.55@	1.90
Benzophenone	2.00@	4.00
Benzyl Acetate	.70@	.85
Benzyl Alcohol	.95@	1.50
Benzyl Benzoate	1.05@	2.00
Benzyl Butyrate	5.50@	6.25
Benzyl Cinnamate	7.00@	9.00
Benzyl Formate	2.90@	3.25
Benzyl Iso-engenol.	15.00@	25.00
Benzylidenacetone	2.50@	4.00
Borneol	1.75@	2.00
Bornyl Acetate	2.00@	6.00
Bromstyrol	4.00@	5.00
Butyl Acetate	.60@	
Butyl Propionate	2.00@	
Butyraldehyde	12.00@	
Carvene	1.15@	
Carvol	3.25@	4.00
Cinnamic Acid	4.00@	
Cinnamic Alcohol	3.25@	3.50
Cinnamic Aldehyde	2.50@	3.50
Cinnamyl Acetate	10.00@	12.00
Cinnamyl Butyrate	12.00@	14.00
Cinnamyl Formate	13.00@	
Citral C. P.	2.50@	3.00
Citronellal	2.40@	3.00
Citronellol	2.25@	2.75
Citronellyl Acetate	3.75@	
Coumarin	3.50@	
Cuminic Aldehyde	62.00@	
Dibutylphthalate	.30@	.36
Diethylphthalate	.32@	.37
Dimethyl		
Anthraniolate	6.25@	7.00
Dimethyl Hydroqui-		
none	3.75@	5.00
Dimethylphthalate	.50@	.60
Diphenylmethane	1.75@	2.45
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	5.50@	6.00
Ethyl Benzoate	1.20@	
Ethyl Butyrate	1.00@	
Ethyl Cinnamate	4.50@	
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.40@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	15.00@	20.00
Eucalyptol	.60@	1.00
Eugenol	2.60@	3.50
Geraniol, dom.	2.00@	6.00
Geranyl Acetate	2.90@	4.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	2.65
foreign	2.50@	
Hydratropic Al'hyde	25.00@	27.50
Hydroxycitronellal	3.60@	10.00
Indol, C. P. ... (oz.)	2.25@	5.00
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	4.00
Iso-safrol	1.75@	
Linalool	1.90@	2.75
Linalyl Acetate 90%	2.50@	2.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	10.00@	12.00
Menthyl, Japan	3.50@	
Synthetic	2.25@	3.00
Methyl Aceto-		
phenone	2.20@	3.00

Methyl Anthranilate	2.50@	3.00
Methyl Benzoate	1.40@	1.75
Methyl Cinnamate	3.50@	
Methyl Eugenol	2.90@	6.75
Methyl Heptenone	3.75@	6.00
Methyl Heptyne C'b.	20.00@	36.00
Methyl Iso-eugenol	8.50@	12.50
Methyl Octine Carb.	24.00@	32.00
Methyl Paracresol	4.65@	6.00
Methyl Phenylacetate	2.65@	3.00
Methyl Salicylate	.42@	.50
Musk Ambrette	5.00@	5.15
Ketone	5.15@	5.40
Xylene	1.50@	1.75
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	48.00@	
Octyl Acetate	32.00@	
Paracresol Acetate	5.25@	6.00
Paracresol Methyl		
Ether	3.50@	5.00
Paracresol Phenyl-		
Acetate	14.00@	20.00
Para Cymene, (gal.)	1.25@	1.65
Phenylacetaldehyde		
50%	5.00@	7.00
100%	8.50@	10.50
Phenylacetic Acid	2.50@	4.00
Phenylethyl Acetate	7.50@	10.00
Phenylethyl Alcohol	4.25@	4.75
Phenylethyl		
Anthraniolate	16.00@	
Phenylethyl But'rate	12.00@	16.00
Phenylethyl Formate	18.00@	
Phenylethyl Pro-		
pionate	12.00@	
Phenylethyl Val'rate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alc'hol	6.00@	12.00
Phenylpropyl Alde-		
hyde	8.00@	12.00
Rhodinol	8.00@	20.00
Safrol	.55@	.59
Santalyl Acetate	22.50@	
Skatol C. P. ... (oz.)	7.00@	10.00
Styralyl Acetate	20.00@	
Styralyl Alcohol	20.00@	
Terpineol, C. P.	.36@	.40
Terpinyl Acetate	.90@	1.15
Thymene	.35@	
Thymol	1.90@	2.75
Vanillin (clove oil)	3.10@	3.60
(guaiacol)	3.00@	3.50
Vetivervl Acetate	21.00@	25.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl		
ester)	1.50@	1.75

#### BEANS

Tonka Beans, para.	1.15@	1.40
Angostura	2.40@	2.50
Vanilla Beans		
Mexican, whole	3.25@	4.25
Mexican, cut	3.25@	3.65
Bourbon, whole	3.00@	4.00
South American	3.00@	3.40

#### SUNDRIES AND DRUGS

Acetone	.11@	.15
Alcohol, 190-pf. gal.	4.12½@	4.29½
Almond meal	.21@	.25
Alum, potash	.03¼@	.03½
Aluminum chloride	.10@	
Ambergris	32.50@	Nom.
Balsam, Copaiba	.38@	.40
Peru	2.10@	2.25
Tolu	.80@	1.10
Fir, Canada, gal.	9.00@	12.00
Oregon	1.25@	1.50
Beeswax, white	.40@	.45
Yellow	.24@	.30

Bismuth sub-nitrate	1.40@	
Boric Acid, ton.	105.00@	115.00
Calamine	.16@	.20
Calcium, phosphate.	.08@	.08½
Ph'phate, tri-basic	.13@	.15
sulfate	.03¾@	.04
Camphor	.53@	.65
Cardamon seed	.65@	
Castoreum	17.50@	
Chalk, precip.	.03½@	.06½
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Cherry laurel water,		
gal.	1.25@	
Citric acid	.30@	.35
Civet, ounce	3.75@	4.50
Cocoa butter	.12@	.15
Clay, Colloidal	.03@	.03½
Formaldehyde	.06@	.06½
Fuller's Earth, ton.	16.00@	30.00
Formic acid	.12@	.16
Fatty Acids (See Soap Sec.)		
Guarana	.75@	1.25
Gum Arabic, white.	.20@	.22
Amber	.09½@	.12
Gum Benzoin, Siam	1.30@	1.50
Sumatra	.24@	.30
Gum galbanum	1.05@	1.15
Gum myrrh	.30@	.40
Henna, powd.	.15@	.28
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.50@	5.50
Lanolin, hydrous	.18@	.22
anhydrous	.20@	.24
Lavender flowers	.24@	.55
Magnesium, Carbon-		
ate	.06¼@	.07½
Stearate	.19@	.25
Sulfate	.02½@	.03
Musk, ounce	15.00@	25.00
Oils, Vegetable (See Soap Sec.)		
Olibanum, tears	.13@	.30
siftings	.08@	.13
Orange flower water,		
gal.	1.50@	
Orange flowers	.30@	.90
Orris root, powd.	.20@	.75
Paraffin	.04½@	.07
Patchouli leaves	.16@	.20
Petrolatum, white	.07@	.11
Phenol	.16@	.20
Potassium, Carbonate	.13@	.16
Hydroxide	.07¼@	
Quince seed	.60@	1.00
Reseda flowers	1.50@	1.65
Rhubarb root, powd.	.28@	.50
Rice starch	.12@	.15
Rose leaves, red	1.40@	1.75
Rose water, gal.	1.25@	
Salicylic acid	.40@	.45
Sandalwood Chips	.45@	.50
Saponin	1.75@	
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01¼@	.02¼
Phosphate, Tribasic	.02½@	.04
Spermaceti	.22@	.25
Styrax	.40@	3.25
Sulfur, precip	.17@	.20
Tartaric acid	.27@	.30
Titanium oxide	.22@	.25
Tragacanth, No. 1	1.20@	1.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.30@	
Vetivert root	.30@	
Violet flowers	.95@	1.15
Zinc peroxide	1.10@	1.75
Oxide	.13½@	.15
Stearate	.21@	.28



## New York Market Report

THE market has been fairly steady during the last month but business on the whole was extremely disappointing. It had been expected that buyers would be in the market in fair numbers and for some substantial business but these expectations were not realized and most of the business was in small lots or at best moderate quantities. Prices on the whole stayed at about the same levels as recently and changes were due largely to local competition rather than to any fundamental position of the market.

The situation in lemon oil attracted a considerable amount of attention. As reported elsewhere in these columns, the U.S.P. Revision Committee has issued an interim revision of the monograph on lemon oil which will permit the domestic oil to be sold as U.S.P. This was an important factor for the future. For the present, it is apparent that Italian producers entertain very firm ideas despite the prospect of even keener competition from California. Obviously they are in a position to secure the prices which they ask in other parts of the world and are not actively bidding for the American market. Thus far, no effect has been felt in the price of the American product but it is thought by many that a somewhat higher price on California oil would be warranted under present conditions.

Orange oil remains steady but without any great demand. Distilled lime oil is a shade easier.

Another feature was geranium which showed a rather sharp advance locally. This seemed to be due to the fact that stocks of oil held at low prices recently have now been disposed of and the market as a whole is in somewhat firmer hands. In the domestic group there has been a decline in peppermint and spearmint due to local competition but it has not materially affected the fundamentals of the situation. Holders in the country do not appear anxious sellers.

In synthetics there were few developments of any note. Makers of vanillin reported still lower prices with clove vanillin offered in 100 pound lots at as low as \$3 per pound and guaiacol vanillin only 10c lower. This differential is materially smaller than that which has prevailed until the recent fight started. Other items seem to be moving in fair volume at generally unchanged prices. Fly spray and other insecticide compounds are accounting for most of the bulk demand. Perfumers are not active but soap makers are inquiring for a fair range of items although thus far little real business has been done.

### Demand for Toiletries in South Africa

There is a fairly good demand in South Africa for face and talcum powders and cold cream, especially for the cheaper lines. Talcum powder is sold on an f.a.s. New York basis, packing free, at \$8.40 per gross for 13-ounce cans. Cold cream is sold on the same basis at \$17.50 per gross of 8-ounce jars.

Cosmetics, as well as many other lines of merchandise, are usually imported by manufacturers' representatives who prefer sole agencies or exclusive distributorships for the Union of South Africa, Southwest Africa, the Rhodesias, and, occasionally, Portuguese East Africa.

## Prices of Soap Materials

### Tallow and Grease

Tallow, N. Y. C. extra	\$0.06½ @	
Edible		Nominal
Fancy	.08½ @	
Grease white	.07¾ @	
House	.06½ @	
Yellow	.06½ @	
Lard	.11¾ @	.11¾

### Fatty Acids

Coconut Oil, 98% Saponifiable, tanks.	.09½ @
Corn Oil, 95% T.F.A. tanks	.06½ @
Red Oil, distilled, tanks	.06½ @
Saponified	.07 @
Stearic Acid, single pressed, c.l.	.10¾ @
Double pressed	.11¼ @
saponified	.11¾ @
Triple pressed	.14 @
Saponified	.14¼ @

### Soap Making Oils

Castor No. 1, tanks	.09½ @
No. 3, tanks	.09 @
Coconut, Manila Grade, tanks	.05¾ @
Corn, crude, Midwest mill, tanks	.09½ @
Cotton, crude, Southeast, tanks	.09¼ @ .10¼
Refined	Nominal
Foots 50% T.F.A.	.02½ @
Lard, common No. 1 barrels	.10½ @
Olive, denatured, max. 5% F.F.A.	
drums, gal.	.85 @ .87
Foots, Prime, green, barrels	.08¾ @
Palm, Lagos, max. 20% F.F.A., drums	.05½ @
Niger, casks	.04¾ @
Palm, Kernel, tanks	.04¾ @
Peanut, crude, barrels	.10½ @
Refined, barrels	.13 @
Soya beans, max. 2% F.F.A., Midwest mill tanks	.09½ @
Tallow, acidless, barrels	.10¾ @
Whale, Crude No. 1, Coast, tanks	.04¼ @
Refined, barrels	.07¾ @

### Glycerine

Chemically pure, drums extra	.14½ @	.16
Dynamite, drums included	.13¾ @	.14
Saponification, drums	.10½ @	
Soap, lye	.09½ @	

### Rosin

#### Barrels of 280 pounds

B	\$4.90	K	\$5.75
D	5.20	M	5.75
E	5.30	N	6.15
F	5.70	W.G.	6.55
G	5.75	W.W.	7.50
H	5.75	X	7.50
I	5.75	Wood	5.15

### Chemicals

Acid, muriatic, 18°, 100 pounds	\$1.00 @	1.60
Sulfuric, 60°, ton	11.00 @	
66°, ton	15.50 @	
Borax, crystals, carlot, ton	42.00 @	71.00
Cyclohexanol (Hexalin)	.30 @	
Naphtha, cleaners, tank cars	.05 @	.05½
Potassium, carbonate, 80@85%	.07 @	
Hydroxide (Caustic potash) 88@		
92%	.07¼ @	
Salt, works, ton	11.50 @	14.00
Sodium carbonate (Soda ash) 58%		
light, 100 pounds	1.23 @	2.37
Hydroxide (Caustic Soda) 76%		
Solid, 100 pounds	2.60 @	3.75
Silicate 40°, drums, works, 100 pounds	.80 @	
Sulfate, anhydrous	.02¼ @	.03
Phosphate, tri-basic	.02¼ @	.03
Zinc oxide	.05¾ @	



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